

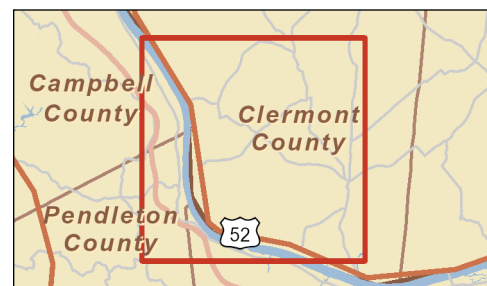
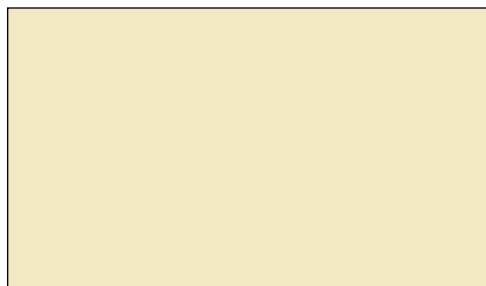
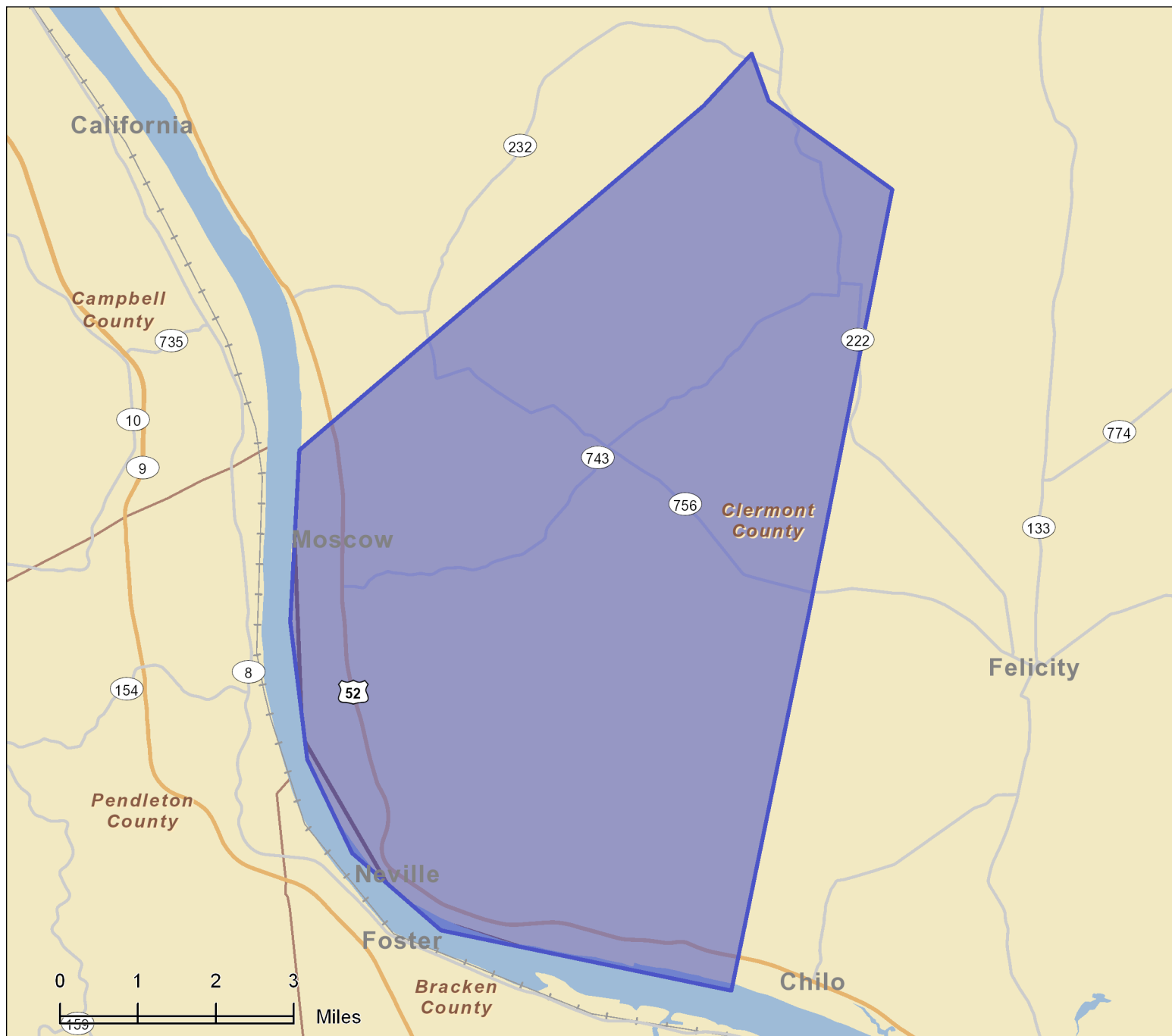


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Washington Township, OH
Standard Geography

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March 27, 2012



Market Profile

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Washington township, OH (...)

Population Summary

2000 Total Population	2,351
2000 Group Quarters	0
2010 Total Population	2,734
2015 Total Population	2,897
2010-2015 Annual Rate	1.17%

Household Summary

2000 Households	812
2000 Average Household Size	2.90
2010 Households	966
2010 Average Household Size	2.83
2015 Households	1,030
2015 Average Household Size	2.81
2010-2015 Annual Rate	1.29%
2000 Families	638
2000 Average Family Size	3.25
2010 Families	744
2010 Average Family Size	3.20
2015 Families	788
2015 Average Family Size	3.19
2010-2015 Annual Rate	1.16%

Housing Unit Summary

2000 Housing Units	876
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	7.3%
2010 Housing Units	1,073
Owner Occupied Housing Units	69.8%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	10.0%
2015 Housing Units	1,170
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	12.0%

Median Household Income

2000	\$37,328
2010	\$44,189
2015	\$51,918

Median Home Value

2000	\$86,368
2010	\$80,500
2015	\$87,407

Per Capita Income

2000	\$17,073
2010	\$19,164
2015	\$22,024

Median Age

2000	34.3
2010	36.8
2015	37.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Washington township, OH (...)

2000 Households by Income

Household Income Base	818
<\$15,000	17.8%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	15.8%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	5.0%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	1.5%
\$200,000+	2.0%
Average Household Income	\$48,605

2010 Households by Income

Household Income Base	967
<\$15,000	15.1%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	1.6%
\$200,000+	2.2%
Average Household Income	\$54,149

2015 Households by Income

Household Income Base	1,032
<\$15,000	13.9%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	28.8%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	2.2%
\$200,000+	2.9%
Average Household Income	\$61,771

2000 Owner Occupied Housing Units by Value

Total	641
<\$50,000	21.7%
\$50,000 - \$99,999	47.0%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	7.3%
\$200,000 - \$299,999	2.7%
\$300,000 - \$499,999	2.7%
\$500,000 - \$999,999	2.3%
\$1,000,000 +	0.0%
Average Home Value	\$107,812

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	133
With Cash Rent	82.0%
No Cash Rent	18.0%
Median Rent	\$409
Average Rent	\$372

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Washington Township, OH
Washington township, OH (3902581130)
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		Washington township, OH (...)
2000 Population by Age		
Total		2,351
0 - 4		6.7%
5 - 9		8.5%
10 - 14		9.4%
15 - 24		13.7%
25 - 34		12.7%
35 - 44		18.7%
45 - 54		12.8%
55 - 64		9.3%
65 - 74		4.8%
75 - 84		2.9%
85 +		0.5%
18 +		69.7%
2010 Population by Age		
Total		2,737
0 - 4		6.9%
5 - 9		6.8%
10 - 14		6.7%
15 - 24		14.1%
25 - 34		13.2%
35 - 44		13.3%
45 - 54		17.0%
55 - 64		11.4%
65 - 74		6.9%
75 - 84		2.7%
85 +		1.0%
18 +		75.3%
2015 Population by Age		
Total		2,894
0 - 4		6.5%
5 - 9		6.8%
10 - 14		7.0%
15 - 24		12.4%
25 - 34		14.4%
35 - 44		12.1%
45 - 54		14.5%
55 - 64		14.5%
65 - 74		7.8%
75 - 84		3.1%
85 +		1.0%
18 +		75.8%
2000 Population by Sex		
Males		50.0%
Females		50.0%
2010 Population by Sex		
Males		49.5%
Females		50.5%
2015 Population by Sex		
Males		49.6%
Females		50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Washington township, OH (...)

2000 Population by Race/Ethnicity

Total	2,351
White Alone	97.7%
Black Alone	0.5%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	0.4%
Diversity Index	5.3

2010 Population by Race/Ethnicity

Total	2,735
White Alone	97.0%
Black Alone	0.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	0.8%
Diversity Index	7.4

2015 Population by Race/Ethnicity

Total	2,897
White Alone	96.6%
Black Alone	0.9%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.0%
Diversity Index	8.6

2000 Population 3+ by School Enrollment

Total	2,251
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	16.9%
Enrolled in Grade 9-12	7.1%
Enrolled in College	2.8%
Enrolled in Grad/Prof School	0.0%
Not Enrolled in School	70.3%

2010 Population 25+ by Educational Attainment

Total	1,789
Less Than 9th Grade	7.3%
9th to 12th Grade, No Diploma	16.0%
High School Graduate	47.2%
Some College, No Degree	15.9%
Associate Degree	5.0%
Bachelor's Degree	4.9%
Graduate/Professional Degree	3.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Washington Township, OH
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		Washington township, OH (...)
2010 Population 15+ by Marital Status		
Total		2,176
Never Married		24.5%
Married		56.0%
Widowed		6.1%
Divorced		13.4%
2000 Population 16+ by Employment Status		
Total		1,730
In Labor Force		55.8%
Civilian Employed		53.4%
Civilian Unemployed		2.4%
In Armed Forces		0.0%
Not In Labor Force		44.2%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		87.9%
Civilian Unemployed		12.1%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		90.0%
Civilian Unemployed		10.0%
2000 Females 16+ by Employment Status and Age of Children		
Total		856
Own Children < 6 Only		2.7%
Employed/in Armed Forces		1.6%
Unemployed		0.0%
Not in Labor Force		1.1%
Own Children <6 and 6-17 Only		5.4%
Employed/in Armed Forces		1.9%
Unemployed		0.4%
Not in Labor Force		3.2%
Own Children 6-17 Only		25.7%
Employed/in Armed Forces		14.0%
Unemployed		1.1%
Not in Labor Force		10.6%
No Own Children < 18		66.2%
Employed/in Armed Forces		25.2%
Unemployed		0.9%
Not in Labor Force		40.1%
2010 Employed Population 16+ by Industry		
Total		1,048
Agriculture/Mining		1.5%
Construction		15.2%
Manufacturing		13.8%
Wholesale Trade		3.5%
Retail Trade		10.0%
Transportation/Utilities		7.5%
Information		1.5%
Finance/Insurance/Real Estate		5.0%
Services		38.3%
Public Administration		3.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Washington Township, OH
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Washington township, OH (...)

2010 Employed Population 16+ by Occupation

Total	1,049
White Collar	41.9%
Management/Business/Financial	7.7%
Professional	10.4%
Sales	9.2%
Administrative Support	14.6%
Services	19.6%
Blue Collar	38.4%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	17.2%
Installation/Maintenance/Repair	5.6%
Production	8.7%
Transportation/Material Moving	6.2%

2000 Workers 16+ by Means of Transportation to Work

Total	919
Drove Alone - Car, Truck, or Van	82.8%
Carpooled - Car, Truck, or Van	10.6%
Public Transportation	0.0%
Walked	1.1%
Other Means	1.2%
Worked at Home	4.4%

2000 Workers 16+ by Travel Time to Work

Total	919
Did not Work at Home	95.6%
Less than 5 minutes	1.1%
5 to 9 minutes	3.0%
10 to 19 minutes	15.2%
20 to 24 minutes	4.2%
25 to 34 minutes	14.5%
35 to 44 minutes	12.1%
45 to 59 minutes	26.0%
60 to 89 minutes	15.1%
90 or more minutes	4.4%
Worked at Home	4.4%
Average Travel Time to Work (in min)	41.3

2000 Households by Vehicles Available

Total	807
None	4.1%
1	20.8%
2	45.4%
3	21.2%
4	6.3%
5+	2.2%
Average Number of Vehicles Available	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



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Washington township, OH (...)

2000 Households by Type

Total	812
Family Households	78.6%
Married-couple Family	61.5%
With Related Children	32.5%
Other Family (No Spouse)	17.1%
With Related Children	12.2%
Nonfamily Households	21.4%
Householder Living Alone	17.1%
Householder Not Living Alone	4.3%
Households with Related Children	44.7%
Households with Persons 65+	18.5%

2000 Households by Size

Total	812
1 Person Household	17.1%
2 Person Household	31.4%
3 Person Household	19.2%
4 Person Household	17.6%
5 Person Household	9.7%
6 Person Household	3.0%
7 + Person Household	2.0%

2000 Households by Year Householder Moved In

Total	807
Moved in 1999 to March 2000	13.8%
Moved in 1995 to 1998	21.2%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	28.3%
Moved in 1970 to 1979	10.8%
Moved in 1969 or Earlier	10.5%
Median Year Householder Moved In	1990

2000 Housing Units by Units in Structure

Total	867
1, Detached	67.6%
1, Attached	0.7%
2	2.3%
3 or 4	0.0%
5 to 9	0.0%
10 to 19	0.0%
20 +	0.0%
Mobile Home	29.1%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	867
1999 to March 2000	3.6%
1995 to 1998	5.3%
1990 to 1994	6.1%
1980 to 1989	23.3%
1970 to 1979	18.9%
1969 or Earlier	42.8%
Median Year Structure Built	1974

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Washington Township, OH
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Washington township, OH (...)

Top 3 Tapestry Segments

1. Southern Satellites
2. Midland Crowd
- 3.

2010 Consumer Spending

Apparel & Services: Total \$	\$1,228,043
Average Spent	\$1,271.27
Spending Potential Index	53
Computers & Accessories: Total \$	\$155,948
Average Spent	\$161.44
Spending Potential Index	73
Education: Total \$	\$777,563
Average Spent	\$804.93
Spending Potential Index	66
Entertainment/Recreation: Total \$	\$2,543,542
Average Spent	\$2,633.07
Spending Potential Index	82
Food at Home: Total \$	\$3,534,280
Average Spent	\$3,658.68
Spending Potential Index	82
Food Away from Home: Total \$	\$2,476,874
Average Spent	\$2,564.05
Spending Potential Index	80
Health Care: Total \$	\$3,207,485
Average Spent	\$3,320.38
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$1,359,650
Average Spent	\$1,407.51
Spending Potential Index	68
Investments: Total \$	\$1,164,228
Average Spent	\$1,205.21
Spending Potential Index	69
Retail Goods: Total \$	\$19,419,750
Average Spent	\$20,103.26
Spending Potential Index	81
Shelter: Total \$	\$10,356,938
Average Spent	\$10,721.47
Spending Potential Index	68
TV/Video/Audio: Total \$	\$985,902
Average Spent	\$1,020.60
Spending Potential Index	82
Travel: Total \$	\$1,247,154
Average Spent	\$1,291.05
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$744,642
Average Spent	\$770.85
Spending Potential Index	82

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst

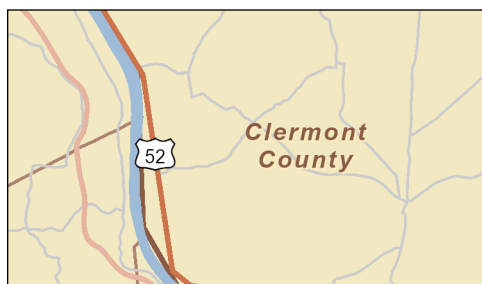
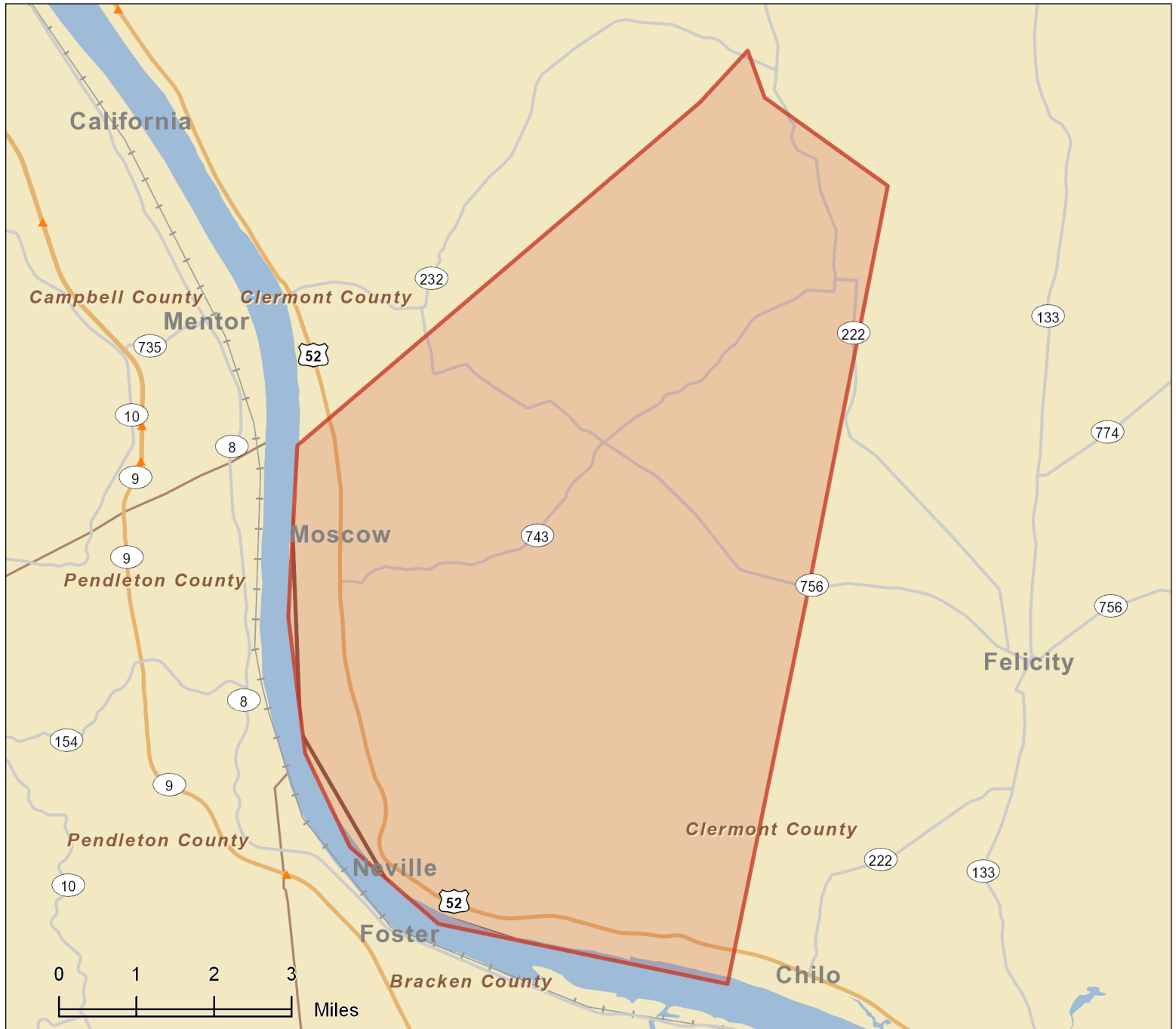


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

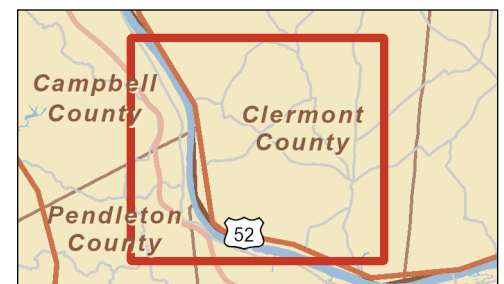
Traffic Count Map

Washington Township, OH

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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



Business Summary

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Data for all businesses in area			Washington township, OH (...)	
Total Businesses:			30	
Total Employees:			198	
Total Residential Population:			2,734	
Employee/Residential Population Ratio:			0.07	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	1	3.3%	1	0.5%
Construction	5	16.7%	55	27.8%
Manufacturing	4	13.3%	26	13.1%
Transportation	2	6.7%	6	3.0%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	3.3%	9	4.5%
Retail Trade Summary	3	10.0%	5	2.5%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	1	3.3%	3	1.5%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	1	3.3%	1	0.5%
Miscellaneous Retail	1	3.3%	1	0.5%
Finance, Insurance, Real Estate Summary	1	3.3%	4	2.0%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	1	3.3%	4	2.0%
Services Summary	7	23.3%	7	3.5%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	2	6.7%	2	1.0%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	5	16.7%	5	2.5%
Government	5	16.7%	83	41.9%
Other	1	3.3%	2	1.0%
Totals	30	100%	198	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Business Summary

Washington Township, OH
Washington township, OH (3902581130)
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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	3.3%	1	0.5%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	5	16.7%	55	27.8%
Manufacturing	4	13.3%	26	13.1%
Wholesale Trade	1	3.3%	9	4.5%
Retail Trade	2	6.7%	4	2.0%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	3.3%	3	1.5%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	3.3%	1	0.5%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	10.0%	7	3.5%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	1	3.3%	4	2.0%
Professional, Scientific & Tech Services	1	3.3%	2	1.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	1	3.3%	2	1.0%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	1	3.3%	1	0.5%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	1	3.3%	1	0.5%
Other Services (except Public Administration)	4	13.3%	2	1.0%
Automotive Repair & Maintenance	1	3.3%	1	0.5%
Public Administration	5	16.7%	83	41.9%
Unclassified Establishments	1	3.3%	2	1.0%
Total	30	100%	198	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Retail MarketPlace Profile

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Summary Demographics

2010 Population	2,734
2010 Households	966
2010 Median Disposable Income	\$35,643
2010 Per Capita Income	\$19,164

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$21,125,957	\$398,012	\$20,727,945	96.3	3
Total Retail Trade	44-45	\$18,313,704	\$367,862	\$17,945,842	96.1	2
Total Food & Drink	722	\$2,812,253	\$30,150	\$2,782,103	97.9	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,441,547	\$0	\$4,441,547	100.0	0
Automobile Dealers	4411	\$3,768,855	\$0	\$3,768,855	100.0	0
Other Motor Vehicle Dealers	4412	\$364,508	\$0	\$364,508	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$308,184	\$0	\$308,184	100.0	0
Furniture & Home Furnishings Stores	442	\$269,357	\$0	\$269,357	100.0	0
Furniture Stores	4421	\$138,126	\$0	\$138,126	100.0	0
Home Furnishings Stores	4422	\$131,231	\$0	\$131,231	100.0	0
Electronics & Appliance Stores	4431	\$702,349	\$0	\$702,349	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$643,722	\$0	\$643,722	100.0	0
Bldg Material & Supplies Dealers	4441	\$602,058	\$0	\$602,058	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$41,664	\$0	\$41,664	100.0	0
Food & Beverage Stores	445	\$3,164,352	\$342,675	\$2,821,677	80.5	1
Grocery Stores	4451	\$3,043,781	\$342,675	\$2,701,106	79.8	1
Specialty Food Stores	4452	\$44,671	\$0	\$44,671	100.0	0
Beer, Wine & Liquor Stores	4453	\$75,900	\$0	\$75,900	100.0	0
Health & Personal Care Stores	446,4461	\$385,147	\$0	\$385,147	100.0	0
Gasoline Stations	447,4471	\$3,343,187	\$0	\$3,343,187	100.0	0
Clothing & Clothing Accessories Stores	448	\$471,981	\$0	\$471,981	100.0	0
Clothing Stores	4481	\$342,252	\$0	\$342,252	100.0	0
Shoe Stores	4482	\$79,012	\$0	\$79,012	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$50,717	\$0	\$50,717	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$79,840	\$25,187	\$54,653	52.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$63,504	\$25,187	\$38,317	43.2	1
Book, Periodical & Music Stores	4512	\$16,336	\$0	\$16,336	100.0	0
General Merchandise Stores	452	\$2,899,073	\$0	\$2,899,073	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,212,422	\$0	\$1,212,422	100.0	0
Other General Merchandise Stores	4529	\$1,686,651	\$0	\$1,686,651	100.0	0
Miscellaneous Store Retailers	453	\$263,378	\$0	\$263,378	100.0	0
Florists	4531	\$15,570	\$0	\$15,570	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$84,237	\$0	\$84,237	100.0	0
Used Merchandise Stores	4533	\$5,066	\$0	\$5,066	100.0	0
Other Miscellaneous Store Retailers	4539	\$158,505	\$0	\$158,505	100.0	0
Nonstore Retailers	454	\$1,649,771	\$0	\$1,649,771	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,528,583	\$0	\$1,528,583	100.0	0
Vending Machine Operators	4542	\$2,285	\$0	\$2,285	100.0	0
Direct Selling Establishments	4543	\$118,903	\$0	\$118,903	100.0	0
Food Services & Drinking Places	722	\$2,812,253	\$30,150	\$2,782,103	97.9	1
Full-Service Restaurants	7221	\$971,846	\$0	\$971,846	100.0	0
Limited-Service Eating Places	7222	\$1,600,022	\$0	\$1,600,022	100.0	0
Special Food Services	7223	\$197,698	\$0	\$197,698	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$42,687	\$30,150	\$12,537	17.2	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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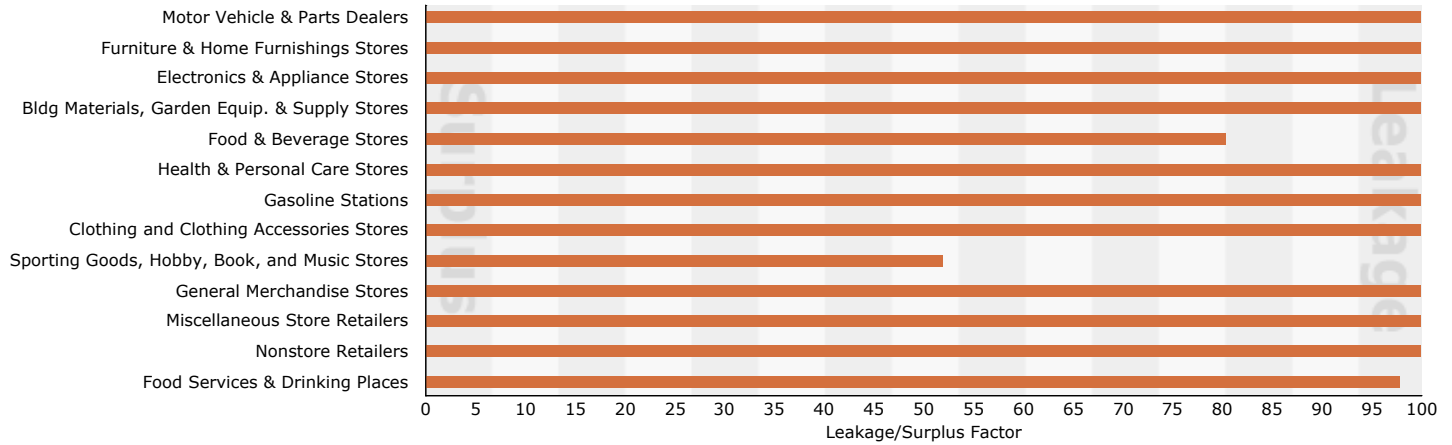


Retail MarketPlace Profile

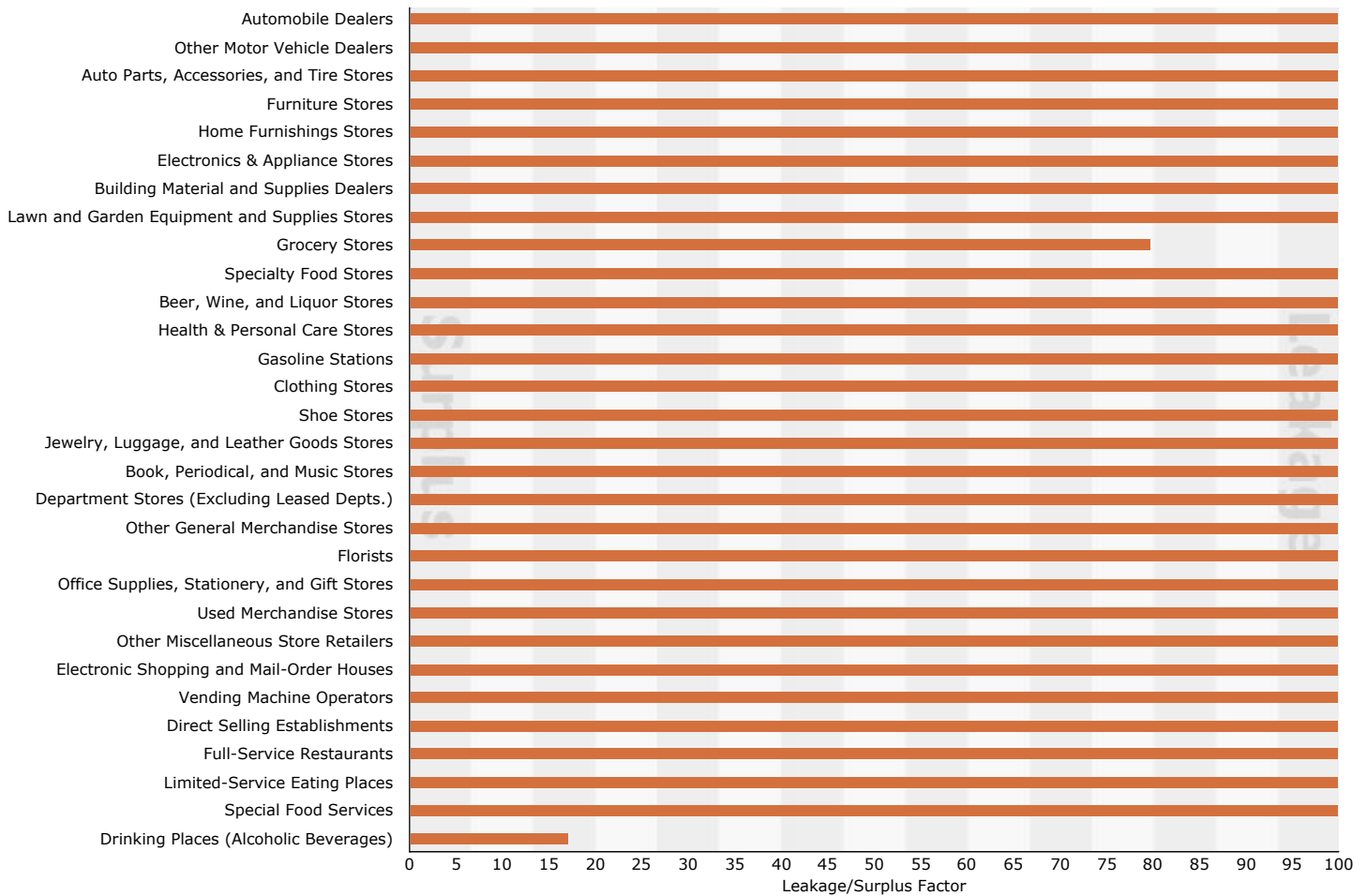
Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



Retail Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		2,734	2,897
Total Number of Adults		2,060	2,195
Households		966	1,030
Median Household Income		\$44,189	\$51,918

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	999	48.5%	97
Bought any women's apparel in last 12 months	944	45.8%	101
Bought apparel for child <13 in last 6 months	570	27.7%	97
Bought any shoes in last 12 months	1,044	50.7%	97
Bought costume jewelry in last 12 months	395	19.2%	92
Bought any fine jewelry in last 12 months	335	16.3%	74
Bought a watch in last 12 months	437	21.2%	110
Automobiles (Households)			
HH owns/leases any vehicle	869	90.0%	105
HH bought/leased new vehicle last 12 mo	82	8.5%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,895	92.0%	106
Bought/changed motor oil in last 12 months	1,320	64.1%	123
Had tune-up in last 12 months	584	28.4%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,127	54.7%	88
Drank regular cola in last 6 months	1,151	55.9%	109
Drank beer/ale in last 6 months	663	32.2%	76
Cameras & Film (Adults)			
Bought any camera in last 12 months	259	12.6%	98
Bought film in last 12 months	400	19.4%	102
Bought digital camera in last 12 months	109	5.3%	77
Bought memory card for camera in last 12 months	133	6.5%	84
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	712	34.6%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	474	23.0%	107
Avg monthly cell/mobile phone/PDA bill: \$50-99	553	26.8%	83
Avg monthly cell/mobile phone/PDA bill: \$100+	398	19.3%	91
Computers (Households)			
HH owns a personal computer	583	60.4%	82
Spent <\$500 on most recent home PC purchase	81	8.4%	97
Spent \$500-\$999 on most recent home PC purchase	162	16.8%	94
Spent \$1000-\$1499 on most recent home PC purchase	87	9.0%	69
Spent \$1500-\$1999 on most recent home PC purchase	51	5.3%	74
Spent \$2000+ on most recent home PC purchase	38	3.9%	63

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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Retail Market Potential

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Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,269	61.6%	102
Bought cigarettes at convenience store in last 30 days	425	20.6%	132
Bought gas at convenience store in last 30 days	872	42.3%	126
Spent at convenience store in last 30 days: <\$20	144	7.0%	73
Spent at convenience store in last 30 days: \$20-39	207	10.0%	99
Spent at convenience store in last 30 days: \$40+	879	42.7%	119
Entertainment (Adults)			
Attended movies in last 6 months	930	45.1%	77
Went to live theater in last 12 months	94	4.6%	35
Went to a bar/night club in last 12 months	234	11.4%	60
Dined out in last 12 months	829	40.2%	82
Gambled at a casino in last 12 months	173	8.4%	52
Visited a theme park in last 12 months	279	13.5%	63
DVDs rented in last 30 days: 1	42	2.0%	77
DVDs rented in last 30 days: 2	47	2.3%	49
DVDs rented in last 30 days: 3	44	2.1%	67
DVDs rented in last 30 days: 4	82	4.0%	103
DVDs rented in last 30 days: 5+	181	8.8%	67
DVDs purchased in last 30 days: 1	90	4.4%	88
DVDs purchased in last 30 days: 2	98	4.8%	100
DVDs purchased in last 30 days: 3-4	84	4.1%	88
DVDs purchased in last 30 days: 5+	98	4.8%	91
Spent on toys/games in last 12 months: <\$50	125	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	47	2.3%	83
Spent on toys/games in last 12 months: \$100-\$199	138	6.7%	93
Spent on toys/games in last 12 months: \$200-\$499	212	10.3%	95
Spent on toys/games in last 12 months: \$500+	114	5.5%	96
Financial (Adults)			
Have home mortgage (1st)	311	15.1%	79
Used ATM/cash machine in last 12 months	806	39.1%	77
Own any stock	119	5.8%	63
Own U.S. savings bond	86	4.2%	61
Own shares in mutual fund (stock)	99	4.8%	51
Own shares in mutual fund (bonds)	58	2.8%	47
Used full service brokerage firm in last 12 months	69	3.4%	54
Have savings account	582	28.3%	78
Have 401K retirement savings	283	13.7%	77
Did banking over the Internet in last 12 months	358	17.4%	64
Own any credit/debit card (in own name)	1,342	65.1%	88
Avg monthly credit card expenditures: <\$111	291	14.1%	102
Avg monthly credit card expenditures: \$111-225	160	7.8%	100
Avg monthly credit card expenditures: \$226-450	111	5.4%	72
Avg monthly credit card expenditures: \$451-700	90	4.4%	69
Avg monthly credit card expenditures: \$701+	125	6.1%	45

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,576	76.5%	108
Used bread in last 6 months	2,018	98.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,602	77.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	1,055	51.2%	97
Used fresh fruit/vegetables in last 6 months	1,773	86.1%	99
Used fresh milk in last 6 months	1,897	92.1%	101
Health (Adults)			
Exercise at home 2+ times per week	457	22.2%	74
Exercise at club 2+ times per week	94	4.6%	37
Visited a doctor in last 12 months	1,608	78.1%	101
Used vitamin/dietary supplement in last 6 months	916	44.5%	92
Home (Households)			
Any home improvement in last 12 months	318	32.9%	104
Used housekeeper/maid/prof HH cleaning service in the last 12 months	106	11.0%	70
Purchased any HH furnishing in last 12 months	264	27.3%	91
Purchased bedding/bath goods in last 12 months	474	49.1%	90
Purchased cooking/serving product in last 12 months	256	26.5%	96
Bought any kitchen appliance in last 12 months	152	15.7%	90
Insurance (Adults)			
Currently carry any life insurance	1,095	53.2%	111
Have medical/hospital/accident insurance	1,488	72.2%	101
Carry homeowner insurance	1,265	61.4%	116
Carry renter insurance	75	3.6%	59
Have auto/other vehicle insurance	1,790	86.9%	105
Pets (Households)			
HH owns any pet	632	65.4%	127
HH owns any cat	305	31.6%	131
HH owns any dog	520	53.8%	142
Reading Materials (Adults)			
Bought book in last 12 months	801	38.9%	77
Read any daily newspaper	749	36.4%	88
Heavy magazine reader	285	13.8%	70
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,368	66.4%	92
Went to family restaurant/steak house last mo: <2 times	492	23.9%	93
Went to family restaurant/steak house last mo: 2-4 times	510	24.8%	92
Went to family restaurant/steak house last mo: 5+ times	366	17.8%	91
Went to fast food/drive-in restaurant in last 6 mo	1,868	90.7%	102
Went to fast food/drive-in restaurant <6 times/mo	635	30.8%	88
Went to fast food/drive-in restaurant 6-13 times/mo	663	32.2%	111
Went to fast food/drive-in restaurant 14+ times/mo	570	27.7%	111
Fast food/drive-in last 6 mo: eat in	805	39.1%	104
Fast food/drive-in last 6 mo: home delivery	199	9.7%	93
Fast food/drive-in last 6 mo: take-out/drive-thru	1,183	57.4%	110
Fast food/drive-in last 6 mo: take-out/walk-in	418	20.3%	82

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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Retail Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	635	65.7%	102
HH average monthly long distance phone bill: <\$16	299	31.0%	112
HH average monthly long distance phone bill: \$16-25	94	9.7%	85
HH average monthly long distance phone bill: \$26-59	66	6.8%	75
HH average monthly long distance phone bill: \$60+	42	4.3%	98
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	213	22.1%	112
HH owns 2 TVs	257	26.6%	101
HH owns 3 TVs	202	20.9%	93
HH owns 4+ TVs	170	17.6%	84
HH subscribes to cable TV	330	34.2%	59
HH Purchased audio equipment in last 12 months	78	8.1%	83
HH Purchased CD player in last 12 months	36	3.7%	96
HH Purchased DVD player in last 12 months	72	7.5%	77
HH Purchased MP3 player in last 12 months	110	5.3%	52
HH Purchased video game system in last 12 months	84	8.7%	81
Travel (Adults)			
Domestic travel in last 12 months	843	40.9%	78
Took 3+ domestic trips in last 12 months	213	10.3%	70
Spent on domestic vacations last 12 mo: <\$1000	206	10.0%	79
Spent on domestic vacations last 12 mo: \$1000-\$1499	86	4.2%	62
Spent on domestic vacations last 12 mo: \$1500-\$1999	58	2.8%	69
Spent on domestic vacations last 12 mo: \$2000-\$2999	47	2.3%	55
Spent on domestic vacations last 12 mo: \$3000+	57	2.8%	55
Foreign travel in last 3 years	216	10.5%	41
Took 3+ foreign trips by plane in last 3 years	23	1.1%	24
Spent on foreign vacations last 12 mo: <\$1000	52	2.5%	42
Spent on foreign vacations last 12 mo: \$1000-\$2999	34	1.7%	40
Spent on foreign vacations last 12 mo: \$3000+	32	1.6%	32
Stayed 1+ nights at hotel/motel in last 12 months	679	33.0%	81

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		2,734	2,897
Population 18+		2,060	2,195
Households		966	1,030
Median Household Income		\$44,189	\$51,918
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	583	60.3%	82
Purchased home PC in last 12 months	123	12.7%	81
Purchased home PC 1-2 years ago	174	18.0%	80
Purchased home PC 3-4 years ago	162	16.7%	86
Purchased home PC 5+ years ago	81	8.4%	90
Spent <\$500 on home PC (most recent purchase)	81	8.4%	97
Spent \$500-999 on home PC (most recent purchase)	162	16.8%	94
Spent \$1000-1499 on home PC (most recent purchase)	87	9.0%	69
Spent \$1500-1999 on home PC (most recent purchase)	51	5.3%	74
Spent \$2000+ on home PC (most recent purchase)	38	4.0%	63
Purchased home PC at computer superstore	68	7.0%	55
Purchased home PC at department store	72	7.5%	151
Purchased home PC direct from manufacturer	103	10.6%	77
Purchased home PC at electronics store	73	7.6%	69
Purchased home PC on Internet	54	5.6%	65
Purchased home PC at warehouse discount outlet	22	2.2%	104
HH owns desktop PC	496	51.4%	89
HH owns laptop/notebook/tablet PC	170	17.6%	56
HH owns any Apple/Mac clone brand PC	21	2.1%	35
HH owns any IBM/IBM compatible brand PC	547	56.6%	84
Brand of PC that HH owns: Compaq	65	6.8%	79
Brand of PC that HH owns: Dell	243	25.1%	81
Brand of PC that HH owns: Gateway	47	4.9%	73
Brand of PC that HH owns: Hewlett Packard	132	13.6%	88
Brand of PC that HH owns: Sony Vaio	16	1.7%	57
Child (under 18) uses home PC	196	20.3%	96
HH owns CD burner	288	29.8%	81
HH owns CD ROM drive	321	33.3%	85
HH owns DVD drive	167	17.3%	69
HH owns DVD-RW (DVD burner)	156	16.2%	79
HH owns external hard drive	74	7.7%	54
HH owns flash drive	123	12.8%	62
HH owns LAN/network interface card	63	6.6%	59
HH owns inkjet printer	357	37.0%	87
HH owns laser printer	87	9.0%	66
HH owns modem/fax modem	161	16.6%	80
HH owns removable cartridge storage device	32	3.3%	57
HH owns scanner	228	23.6%	83
HH owns PC speakers	330	34.2%	82
HH owns tape backup	15	1.6%	58
HH owns webcam	68	7.0%	62
HH owns software: accounting	66	6.8%	77
HH owns software: communications/fax	56	5.8%	71
HH owns software: database/filing	52	5.4%	66
HH owns software: desktop publishing	83	8.6%	71

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March 27, 2012

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Electronics and Internet Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	81	8.4%	84
HH owns software: entertainment/games	239	24.8%	85
HH owns software: online meeting/conference	12	1.2%	43
HH owns software: personal finance/tax prep	97	10.1%	71
HH owns software: presentation graphics	49	5.1%	63
HH owns software: multimedia	107	11.1%	72
HH owns software: networking	73	7.5%	67
HH owns software: security/anti-virus	201	20.8%	74
HH owns software: spreadsheet	146	15.1%	65
HH owns software: utility	51	5.3%	74
HH owns software: web authoring	22	2.3%	66
HH owns software: word processing	235	24.3%	72
Spent \$500+ on software for home PC in last 12 mo	16	1.7%	69
Purchased computer book in last 12 months	31	3.2%	74
HH owns fax machine	45	4.7%	77
Purchased audio equipment in last 12 months	78	8.0%	83
Purchased headphones in last 12 months	23	2.4%	60
HH owns camcorder	157	16.3%	83
Purchased camcorder in last 12 months	14	1.5%	68
HH owns CD player	390	40.3%	88
Purchased CD player in last 12 months	36	3.8%	96
HH owns DVD player	567	58.7%	89
Purchased DVD player in last 12 months	72	7.4%	77
HH owns 1 TV	213	22.0%	112
HH owns 2 TVs	257	26.7%	101
HH owns 3 TVs	202	20.9%	93
HH owns 4+ TVs	170	17.6%	84
HH owns miniature screen TV (<13 in)	77	7.9%	101
Most recent TV purchase: miniature screen (<13 in)	22	2.2%	82
HH owns regular screen TV (13-26 in)	455	47.1%	108
Most recent TV purchase: regular screen (13-26 in)	262	27.1%	116
HH owns large screen TV (27-35 in)	440	45.5%	98
Most recent TV purchase: large screen (27-35 in)	318	32.9%	104
HH owns big screen TV (36-42 in)	133	13.8%	73
Most recent TV purchase: big screen (36-42 in)	97	10.0%	71
HH owns giant screen TV (over 42 in)	114	11.8%	83
Most recent TV purchase: giant screen (over 42 in)	90	9.3%	83
HH owns LCD TV	116	12.1%	63
HH owns plasma TV	58	6.0%	72
HH owns projection TV	46	4.8%	88
HH owns video game system	284	29.4%	88
Purchased video game system in last 12 months	84	8.7%	81
HH owns video game system: handheld	122	12.6%	82
HH owns video game system: attached to TV/computer	255	26.4%	89
HH owns video game system: Game Boy	55	5.6%	83
HH owns video game system: Game Boy Advance/SP	50	5.2%	78
HH owns video game system: Nintendo DS	52	5.4%	71

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Electronics and Internet Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	37	3.9%	76
HH owns video game system: Nintendo Wii	34	3.5%	52
HH owns video game system: PlayStation 2	167	17.3%	105
HH owns video game system: PlayStation 3	20	2.1%	57
HH owns video game system: Sony PlayStation/PS One	31	3.3%	79
HH owns video game system: Sony PSP	21	2.1%	74
HH owns video game system: Xbox	53	5.5%	92
HH owns video game system: Xbox 360	36	3.8%	58
HH purchased 5+ video games in last 12 months	52	5.3%	83
HH spent \$101+ on video games in last 12 months	53	5.4%	68
Owns MP3 player	302	14.7%	55
Purchased MP3 player in last 12 months	110	5.4%	52
Owns Apple iPod	102	4.9%	45
Purchased Apple iPod in last 12 months	32	1.5%	46
Have any access to the Internet	1,502	72.9%	86
Have access to Internet: at home	1,137	55.2%	78
Have access to Internet: at work	525	25.5%	68
Have access to Internet: at school/library	418	20.3%	80
Have access to Internet: not hm/work/school/library	368	17.9%	92
Use Internet less than once a week	113	5.5%	138
Use Internet 1-2 times per week	136	6.6%	120
Use Internet 3-6 times per week	154	7.5%	93
Use Internet once a day	188	9.1%	83
Use Internet 2-4 times per day	221	10.7%	61
Use Internet 5 or more times per day	293	14.2%	57
Any Internet or online usage in last 30 days	1,104	53.6%	76
Used Internet in last 30 days: at home	926	45.0%	72
Used Internet in last 30 days: at work	421	20.4%	64
Used Internet in last 30 days: at school/library	67	3.3%	42
Used Internet/30 days: not home/work/school/library	120	5.8%	63
Internet last 30 days: used email	914	44.4%	71
Internet last 30 days: used Instant Messenger	312	15.1%	60
Internet last 30 days: paid bills online	402	19.5%	59
Internet last 30 days: visited online blog	93	4.5%	47
Internet last 30 days: wrote online blog	39	1.9%	51
Internet last 30 days: visited chat room	62	3.0%	65
Internet last 30 days: looked for employment	145	7.0%	54
Internet last 30 days: played games online	329	16.0%	76
Internet last 30 days: traded/tracked investments	129	6.3%	56
Internet last 30 days: downloaded music	185	9.0%	49
Internet last 30 days: made phone call	33	1.6%	43
Internet last 30 days: made personal purchase	371	18.0%	58
Internet last 30 days: made business purchase	117	5.7%	60
Internet last 30 days: made travel plans	170	8.2%	48
Internet last 30 days: watched online video	212	10.3%	54
Internet last 30 days: obtained new/used car info	115	5.6%	63
Internet last 30 days: obtained financial info	284	13.8%	58
Internet last 30 days: obtained medical info	267	13.0%	78
Internet last 30 days: obtained latest news	533	25.9%	67
Internet last 30 days: obtained real estate info	98	4.7%	44

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	287	13.9%	60
Ordered anything on Internet in last 12 months	447	21.7%	63
Ordered on Internet/12 mo: airline ticket	115	5.6%	33
Ordered on Internet/12 mo: CD/tape	56	2.7%	62
Ordered on Internet/12 mo: clothing	167	8.1%	56
Ordered on Internet/12 mo: computer	42	2.0%	60
Ordered on Internet/12 mo: computer peripheral	48	2.3%	54
Ordered on Internet/12 mo: DVD	78	3.8%	58
Ordered on Internet/12 mo: flowers	40	1.9%	42
Ordered on Internet/12 mo: software	62	3.0%	53
Ordered on Internet/12 mo: tickets (concerts etc.)	83	4.0%	42
Ordered on Internet/12 mo: toy	55	2.6%	54
Purchased item from amazon.com in last 12 months	145	7.0%	50
Purchased item from barnes&noble.com in last 12 mo	30	1.5%	45
Purchased item from bestbuy.com in last 12 months	23	1.1%	44
Purchased item from ebay.com in last 12 months	144	7.0%	75
Purchased item from walmart.com in last 12 months	79	3.9%	94
Spent on Internet orders last 12 months: <\$100	86	4.2%	77
Spent on Internet orders last 12 months: \$100-199	63	3.1%	57
Spent on Internet orders last 12 months: \$200-499	135	6.6%	78
Spent on Internet orders last 12 months: \$500+	141	6.8%	47
Connection to Internet from home: dial-up modem	286	13.9%	167
Connection to Internet from home: cable modem	231	11.2%	42
Connection to Internet from home: DSL	459	22.3%	91
Connection to Internet from home: wireless	115	5.6%	41
Connection to Internet from home: any broadband	782	38.0%	64
DVDs rented in last 30 days: 1	42	2.1%	77
DVDs rented in last 30 days: 2	47	2.3%	49
DVDs rented in last 30 days: 3	44	2.2%	67
DVDs rented in last 30 days: 4	82	4.0%	103
DVDs rented in last 30 days: 5+	181	8.8%	67
Rented video tape/DVD last month: action/adventure	343	16.6%	82
Rented video tape/DVD last month: classic	42	2.1%	39
Rented video tape/DVD last month: comedy	318	15.4%	75
Rented video tape/DVD last month: drama	192	9.3%	69
Rented video tape/DVD last month: family/children	160	7.7%	87
Rented video tape/DVD last month: foreign	16	0.8%	39
Rented video tape/DVD last month: horror	134	6.5%	88
Rented video tape/DVD last month: romance	132	6.4%	85
Rented video tape/DVD last month: science fiction	86	4.2%	79
Rented video tape/DVD last mo at Blockbuster Video	122	5.9%	49
Rented video tape/DVD last mo at Hollywood Video	34	1.6%	40
Bought video tape/DVD last month: action/adventure	151	7.3%	88
Bought video tape/DVD last month: classic	31	1.5%	55
Bought video tape/DVD last month: comedy	151	7.3%	91
Bought video tape/DVD last month: drama	76	3.7%	85
Bought video tape/DVD last month: family/children	111	5.4%	91
Bought video tape/DVD last month: horror	54	2.6%	83
Bought video tape/DVD last month: romance	37	1.8%	71

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Electronics and Internet Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	31	1.5%	60
Bought blank video tape in last 6 months	216	10.5%	92
Bought 7+ blank video tapes in last 6 months	51	2.5%	95
DVDs purchased in last 30 days: 1	90	4.4%	88
DVDs purchased in last 30 days: 2	98	4.7%	100
DVDs purchased in last 30 days: 3-4	84	4.1%	88
DVDs purchased in last 30 days: 5+	98	4.7%	91
Bought any camera in last 12 months	259	12.6%	98
Spent on cameras in last 12 months: <\$100	126	6.1%	138
Spent on cameras in last 12 months: \$100-199	60	2.9%	97
Spent on cameras in last 12 months: \$200+	38	1.8%	46
Own APS (point & shoot or SLR) camera	44	2.1%	78
Own digital camera	574	27.9%	85
Bought digital camera in last 12 months	109	5.3%	77
Own digital point & shoot camera	436	21.2%	85
Bought digital point & shoot camera in last 12 mo	79	3.9%	78
Own digital SLR camera	154	7.5%	81
Bought digital SLR camera in last 12 months	35	1.7%	75
Own 35mm auto focus point & shoot camera	71	3.4%	74
Own 35mm auto focus single lens reflex camera	30	1.5%	61
Own 35mm auto focus zoom camera	139	6.8%	120
Own 35mm single lens reflex camera	42	2.0%	68
Own Canon camera	212	10.3%	65
Bought Canon camera in last 12 months	26	1.3%	59
Own Fuji camera	105	5.1%	126
Own Kodak camera	264	12.8%	108
Bought Kodak camera in last 12 months	66	3.2%	108
Own Nikon camera	66	3.2%	59
Own Olympus camera	54	2.6%	58
Own Polaroid camera	46	2.3%	91
Bought any camera accessory in last 12 months	753	36.5%	86
Bought film in last 12 months	400	19.4%	102
Bought film in last 12 months: <3 rolls	194	9.4%	106
Bought film in last 12 months: 3-6 rolls	132	6.4%	102
Bought film in last 12 months: 7+ rolls	73	3.6%	84
Bought film in last 12 mo: APS (color prints)	36	1.8%	65
Bought film in last 12 mo: instant developing	44	2.1%	107
Bought film in last 12 mo: 35mm (black & white)	11	0.5%	56
Bought film in last 12 mo: 35mm (color prints)	252	12.2%	107
Bought Fuji film in last 12 months	129	6.3%	124
Bought Kodak film in last 12 months	227	11.0%	93
Bought store-brand film in last 12 months	52	2.5%	118
Purchased film in last 12 mo: department store	104	5.0%	136
Purchased film in last 12 mo: discount store	134	6.5%	136

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Washington township, OH (3902581130)
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www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	55	2.7%	57
Purchased film in last 12 mo: grocery store	32	1.6%	72
Purchased film in last 12 mo: 1 hour service store	52	2.5%	99
Had film processed at discount store	73	3.6%	107
Had film processed at drug store	64	3.1%	73
Had film processed at 1 hour service store	67	3.3%	112
Bought memory card for camera in last 12 months	133	6.5%	84
Own memory card for camera	443	21.5%	87

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March 27, 2012



Financial Investments Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Population 18+		2,060	2,195
Households		966	1,030
Median Household Income		\$44,189	\$51,918
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	1,043	50.6%	102
Bank/financial institution: use savings & loan	193	9.4%	90
Bank/financial institution: use credit union	410	19.9%	88
Bank/financial institution: use fed savings bank	29	1.4%	61
Bank/financial institution: use mutual funds co	36	1.7%	54
Bank/financial institution: use Internet Bank	48	2.3%	54
Used ATM/cash machine in last 12 months	806	39.1%	77
Banked in person in last 12 months	994	48.3%	93
Banked by mail in last 12 months	62	3.0%	56
Banked by phone in last 12 months	250	12.1%	81
Did banking over the Internet in last 12 months	358	17.4%	64
Used direct deposit of paycheck in last 12 months	741	36.0%	93
Have interest checking account	588	28.5%	89
Have non-interest checking account	481	23.4%	88
Have money market account	118	5.7%	47
Have savings account	582	28.3%	78
Have 401K retirement savings	283	13.7%	77
Have IRA retirement savings	214	10.4%	69
Have auto loan for new car	222	10.8%	93
Have personal loan for education only	65	3.2%	78
Have personal loan-not for education	73	3.5%	141
Have home mortgage (1st)	311	15.1%	79
Have 2nd mortgage (equity loan)	83	4.0%	64
Have home equity line of credit	76	3.7%	61
Have personal line of credit	60	2.9%	64
Have overdraft protection	216	10.5%	79
Own any securities investment	360	17.5%	70
Own annuities	41	2.0%	66
Own certificate of deposit (6 months or less)	62	3.0%	86
Own certificate of deposit (more than 6 months)	84	4.1%	73
Own common/preferred stock in company you work for	42	2.0%	68
Own common stock in company you don't work for	71	3.4%	55
Own insured money market account (bank)	23	1.1%	54
Own shares in money market fund	59	2.9%	43
Own shares in mutual fund (bonds)	58	2.8%	47
Own shares in mutual fund (stock)	99	4.8%	51
Own any stock	119	5.8%	63
Own stock with market value <\$10000	44	2.1%	69
Own stock with market value \$10000-49999	29	1.4%	56
Own stock with market value \$50000+	30	1.5%	58

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March 27, 2012



Financial Investments Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own U.S. savings bond	86	4.2%	61
Used financial planning counsel in last 12 months	77	3.7%	48
Used full service brokerage firm in last 12 months	69	3.4%	54
Own any credit/debit card (in own name)	1,342	65.1%	88
Own American Express card (in own name)	97	4.7%	38
Own Discover card (in own name)	186	9.0%	81
Own MasterCard (in own name)	594	28.8%	84
Own Visa (in own name)	834	40.5%	83
Own any department store credit card (in own name)	514	25.0%	80
Avg monthly credit card expenditures: <\$111	291	14.1%	102
Avg monthly credit card expenditures: \$111-225	160	7.8%	100
Avg monthly credit card expenditures: \$226-450	111	5.4%	72
Avg monthly credit card expenditures: \$451-700	90	4.4%	69
Avg monthly credit card expenditures: \$701+	125	6.1%	45

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012



Pets and Products Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Population 18+		2,060	2,195
Households		966	1,030
Median Household Income		\$44,189	\$51,918
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	632	65.4%	127
HH owns any bird	24	2.5%	86
HH owns any cat	305	31.6%	131
HH owns any dog	520	53.8%	142
HH owns 1 cat	149	15.4%	120
HH owns 2+ cats	156	16.1%	140
HH owns 1 dog	275	28.5%	121
HH owns 2+ dogs	245	25.4%	173
HH used canned cat food in last 6 months	139	14.4%	124
HH used <4 cans of cat food in last 7 days	50	5.2%	119
HH used 8+ cans of cat food in last 7 days	51	5.3%	147
HH used packaged dry cat food in last 6 months	283	29.3%	126
HH used <5 pounds of packaged dry cat food last mo	86	8.9%	109
HH used 11+ pounds of packaged dry cat food last mo	100	10.4%	144
HH used cat treats in last 6 months	103	10.7%	104
HH used cat litter in last 6 months	218	22.6%	110
HH used canned dog food in last 6 months	172	17.8%	134
HH used packaged dry dog food in last 6 months	492	50.9%	140
HH used <10 pounds of pkgd dry dog food last month	214	22.2%	133
HH used 25+ pounds of pkgd dry dog food last month	160	16.6%	151
HH used dog biscuits/treats in last 6 months	372	38.5%	130
HH used <2 packages of dog biscuits/treats last mo	182	18.8%	127
HH used 4+ packages of dog biscuits/treats last mo	77	8.0%	144
HH used flea/tick care prod for cat/dog last 12 mo	490	50.7%	149
HH member took pet to vet in last 12 mo: 1 time	144	14.9%	118
HH member took pet to vet in last 12 mo: 2 times	124	12.8%	116
HH member took pet to vet in last 12 mo: 3 times	61	6.3%	112
HH member took pet to vet in last 12 mo: 4 times	46	4.8%	115
HH member took pet to vet in last 12 mo: 5+ times	68	7.0%	126
Bought pet food from vet in last 12 months	54	5.6%	109
Bought flea control product from vet in last 12 mo	176	18.2%	137

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March 27, 2012

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Health and Beauty Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Population 18+		2,060	2,195
Households		966	1,030
Median Household Income		\$44,189	\$51,918
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	457	22.2%	74
Exercise at club 2+ times per week	94	4.6%	37
Exercise at other facility (not club) 2+ times/wk	100	4.9%	60
Own stationary bicycle	107	5.2%	92
Own treadmill	166	8.1%	82
Own weight lifting equipment	165	8.0%	62
Presently controlling diet	851	41.3%	100
Diet control for blood sugar level	243	11.8%	161
Diet control for cholesterol level	251	12.2%	120
Diet control to maintain weight	223	10.8%	97
Diet control for physical fitness	153	7.4%	74
Diet control for salt restriction	106	5.1%	154
Diet control for weight loss	268	13.0%	92
Used doctor's care/diet for diet method	83	4.0%	134
Used exercise program for diet method	115	5.6%	66
Used Weight Watchers as diet method	56	2.7%	89
Buy foods specifically labeled as fat-free	335	16.3%	93
Buy foods specifically labeled as high fiber	179	8.7%	76
Buy foods specifically labeled as high protein	102	5.0%	90
Buy foods specifically labeled as lactose-free	21	1.0%	55
Buy foods specifically labeled as low-calorie	189	9.2%	85
Buy foods specifically labeled as low-carb	170	8.3%	107
Buy foods specifically labeled as low-cholesterol	193	9.4%	113
Buy foods specifically labeled as low-fat	262	12.7%	96
Buy foods specifically labeled as low-sodium	194	9.4%	105
Buy foods specifically labeled as natural/organic	89	4.3%	51
Buy foods specifically labeled as sugar-free	310	15.0%	113
Used butter alternatives in last 6 months	82	4.0%	95
Used egg alternatives in last 6 months	212	10.3%	72
Used salt alternatives in last 6 months	531	25.8%	92
Drank meal/dietary supplement in last 6 months	132	6.4%	88
Used nutrition/energy bar in last 6 months	167	8.1%	57
Drank sports drink/thirst quencher in last 6 mo	570	27.7%	87
Used vitamin/dietary supplement in last 6 months	916	44.5%	92
Vitamin/dietary suppl used/6 mo: antioxidant	44	2.1%	73
Vitamin/dietary suppl used/6 mo: B complex	72	3.5%	72
Vitamin/dietary suppl used/6 mo: B complex+C	23	1.1%	58
Vitamin/dietary suppl used/6 mo: B-6	33	1.6%	79
Vitamin/dietary suppl used/6 mo: B-12	121	5.9%	104
Vitamin/dietary suppl used/6 mo: C	110	5.3%	64
Vitamin/dietary suppl used/6 mo: calcium	188	9.1%	85

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Health and Beauty Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	92	4.5%	91
Vitamin/dietary suppl used/6 mo: E	87	4.2%	85
Vitamin/dietary suppl used/6 mo: garlic	33	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	81	3.9%	85
Vitamin/dietary suppl used/6 mo: multiple formula	183	8.9%	76
Vitamin/dietary suppl used/6 mo: multiple w/iron	50	2.4%	56
Vitamin/dietary suppl used/6 mo: mult w/minerals	94	4.6%	77
Vitamin/dietary suppl used/6 mo: zinc	28	1.4%	59
Vitamin/dietary suppl/6 mo: Caltrate 600	48	2.3%	88
Vitamin/dietary suppl/6 mo: Centrum	97	4.7%	81
Vitamin/dietary suppl/6 mo: Nature Made	91	4.4%	75
Visited doctor in last 12 months	1,608	78.1%	101
Visited doctor in last 12 months: 1-3 times	713	34.6%	102
Visited doctor in last 12 months: 4-7 times	440	21.4%	96
Visited doctor in last 12 months: 8+ times	455	22.1%	102
Visited doctor in last 12 mo: allergist	34	1.7%	69
Visited doctor in last 12 mo: cardiologist	164	8.0%	113
Visited doctor in last 12 mo: chiropractor	120	5.8%	78
Visited doctor in last 12 mo: dentist	582	28.3%	75
Visited doctor in last 12 mo: dermatologist	100	4.9%	68
Visited doctor in last 12 mo: ear/nose/throat	81	3.9%	85
Visited doctor in last 12 mo: eye	409	19.9%	96
Visited doctor in last 12 mo: general/family	988	48.0%	113
Visited doctor in last 12 mo: internist	86	4.2%	57
Visited doctor in last 12 mo: physical therapist	85	4.1%	91
Visited doctor in last 12 mo: podiatrist	50	2.4%	72
Visited doctor in last 12 mo: urologist	86	4.2%	108
Visited nurse practitioner in last 12 months	125	6.1%	145
Wear regular/sun/tinted prescription eyeglasses	716	34.8%	101
Wear bi-focals	467	22.7%	144
Wear disposable contact lenses	98	4.8%	73
Wear soft contact lenses	154	7.5%	85
Spent on contact lenses in last 12 mo: <\$100	59	2.9%	103
Spent on contact lenses in last 12 mo: \$100-199	56	2.7%	73
Spent on contact lenses in last 12 mo: \$200+	50	2.4%	80
Bought prescription eyewear: discount optical ctr	194	9.4%	118
Bought prescription eyewear: from eye doctor	586	28.4%	111
Bought prescription eyewear: retail optical chain	177	8.6%	78
Used prescription drug for allergy/hay fever	142	6.9%	98
Used prescription drug for anxiety/panic	118	5.7%	140
Used prescription drug for arthritis/rheumatism	92	4.5%	170
Used prescription drug for asthma	79	3.8%	94
Used prescription drug for backache/back pain	212	10.3%	140
Used prescription drug for depression	169	8.2%	139
Used prescr drug for diabetes (insulin dependent)	68	3.3%	167
Used prescr drug for diabetes (non-insulin)	110	5.3%	143
Used prescription drug for eczema/skin itch/rash	34	1.7%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	214	10.4%	157
Used prescription drug for high blood pressure	360	17.5%	140
Used prescription drug for high cholesterol	207	10.0%	115
Used prescription drug for migraine headache	92	4.5%	121
Used prescription drug for sinus congest./headache	121	5.9%	121
Used prescription drug for urinary tract infection	75	3.6%	117
Used last 6 mo: adhesive bandages	1,205	58.5%	106
Used last 6 mo: athlete's foot/foot care product	291	14.1%	101
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,005	48.8%	103
Used last 6 mo: children's cold tablets/liquids	289	14.0%	93
Used last 6 mo: contact lens cleaning solution	215	10.4%	86
Used last 6 mo: cotton swabs	948	46.0%	96
Used last 6 mo: cough/sore throat drops (nonprescr)	973	47.2%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	749	36.4%	106
Used last 6 mo: children's cough syrup	308	15.0%	105
Used last 6 mo: diarrhea remedy	414	20.1%	123
Used last 6 mo: eye wash and drops	677	32.9%	108
Used last 6 mo: headache/pain reliever (nonprescr)	1,758	85.3%	102
Used last 6 mo: hemorrhoid remedy	278	13.5%	151
Used last 6 mo: indigestion/upset stomach remedy	1,001	48.6%	108
Used last 6 mo: lactose intolerance product	49	2.4%	67
Used last 6 mo: laxative/fiber supplement	349	16.9%	122
Used last 6 mo: medicated skin ointment	721	35.0%	111
Used last 6 mo: medicated throat remedy	269	13.1%	114
Used last 6 mo: nasal spray	359	17.4%	110
Used last 6 mo: pain reliever/fever reducer (kids)	462	22.4%	101
Used last 6 mo: pain relieving rub/liquid/patch	571	27.7%	110
Used last 6 mo: sleeping tablets (nonprescription)	99	4.8%	89
Used last 12 mo: sunburn remedy	350	17.0%	110
Used last 12 mo: suntan/sunscreen product	644	31.3%	81
Used last 12 mo: SPF 15+ suntan/sunscreen product	463	22.5%	75
Used last 6 mo: toothache/gum/canker sore remedy	432	21.0%	125
Used last 6 mo: vitamins for children	245	11.9%	81
Used body powder in last 6 months	681	33.1%	119
Used body powder <3 times in last 7 days	252	12.2%	104
Used body powder 8+ times in last 7 days	58	2.8%	129
Used body wash/shower gel in last 6 months	1,111	53.9%	104
Used breath freshener in last 6 months	920	44.7%	96
Used complexion care product in last 6 months	851	41.3%	87
Used complexion care product <7 times last week	256	12.4%	91
Used complexion care product 11+ times last week	288	14.0%	84
Used complexion care prod: dry facial skin type	158	7.7%	105
Used complexion care prod: normal facial skin type	262	12.7%	84
Used complexion care prod: oily facial skin type	107	5.2%	86
Used dental floss in last 6 months	1,143	55.5%	89

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	377	18.3%	91
Used denture adhesive/fixative in last 6 months	210	10.2%	163
Used denture cleaner in last 6 months	348	16.9%	153
Used deodorant/antiperspirant in last 6 months	1,967	95.5%	102
Used deodorant/antiperspirant <8 times last week	1,407	68.3%	99
Used deodorant/antiperspirant 15+ times last week	142	6.9%	114
Used disposable razor in last 6 months	1,257	61.0%	117
Used electric shaver in last 6 months	386	18.7%	99
Used hair coloring product (at home) last 6 months	367	17.8%	89
Used hair conditioner (at home) in last 6 months	1,265	61.4%	99
Used hair conditioning treatment (at home)/6 mo	448	21.7%	92
Used hair growth product in last 6 months	20	1.0%	42
Used hair mousse in last 6 months	379	18.4%	106
Used hair spray (at home) in last 6 months	889	43.2%	119
Used hair styling gel/lotion in last 6 months	428	20.8%	77
Used hand & body cream/lotion/oil in last 6 months	1,449	70.3%	97
Used hand & body cream/lotion/oil <5 times last wk	478	23.2%	108
Used hand & body cream/lotion/oil 9+ times last wk	472	22.9%	92
Used hand & body cream in last 6 months	270	13.1%	75
Used hand & body lotion in last 6 months	993	48.2%	98
Used hand & body oil in last 6 months	103	5.0%	96
Used lip care in last 6 months	1,215	59.0%	99
Used liquid soap/hand sanitizer in last 6 months	1,559	75.7%	98
Used mouthwash in last 6 months	1,439	69.9%	106
Used mouthwash <4 times in last 7 days	443	21.5%	100
Used mouthwash 8+ times in last 7 days	407	19.8%	125
Used shampoo (at home) in last 6 months	1,928	93.6%	102
Used shampoo plus conditioner prod (at home)/6 mo	414	20.1%	104
Used shaving cream/gel in last 6 months	1,183	57.4%	110
Used personal care soap (bar) in last 6 months	1,770	85.9%	103
Used personal care soap for antibacterial purpose	380	18.4%	96
Used personal care soap for complexion	112	5.4%	79
Used personal care soap for deodorant	402	19.5%	121
Use personal care soap for moisturizing	450	21.8%	101
Bought toothbrush in last 6 months	1,769	85.9%	101
Bought electric toothbrush in last 6 months	68	3.3%	49
Used toothpaste in last 6 months	1,933	93.8%	98
Used toothpaste <8 times in last 7 days	682	33.1%	103
Used toothpaste 15+ times in last 7 days	314	15.2%	94
Used toothpaste with baking soda in last 6 months	239	11.6%	101
Used toothpaste (gel) in last 6 months	626	30.4%	109
Used toothpaste (paste) in last 6 months	913	44.3%	92
Used whitening toothpaste in last 6 months	747	36.3%	104
Used tooth whitener (not toothpaste) last 6 months	162	7.9%	74
Had professional manicure/pedicure last 6 months	225	10.9%	64
Had professional facial/massage last 6 months	74	3.6%	38
Spent \$100+ at barber shops in last 6 months	57	2.8%	52
Spent \$100+ at beauty parlors in last 6 months	218	10.6%	67

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March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,734	2,897	
Population 18+		2,060	2,195	
Households		966	1,030	
Median Household Income		\$44,189	\$51,918	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		1,368	66.4%	92
Family restaurant/steak house last month: <2 times		492	23.9%	93
Family restaurant/steak house last month: 2-4 times		510	24.8%	92
Family restaurant/steak house last month: 5+ times		366	17.8%	91
Family restaurant/steak house last 6 months: breakfast		223	10.8%	82
Family restaurant/steak house last 6 months: lunch		498	24.2%	97
Family restaurant/steak house last 6 months: snack		26	1.3%	45
Family restaurant/steak house last 6 months: dinner		1,013	49.2%	93
Family restaurant/steak house last 6 months: weekday		706	34.3%	89
Family restaurant/steak house last 6 months: weekend		879	42.7%	96
Family restaurant/steak house last 6 months: Applebee's		411	20.0%	79
Family restaurant/steak house last 6 months: Bennigan's		19	0.9%	42
Family restaurant/steak house last 6 months: Bob Evans Farm		67	3.3%	71
Family restaurant/steak house last 6 months: Cheesecake Factory		43	2.1%	32
Family restaurant/steak house last 6 months: Chili's Grill & Bar		178	8.6%	75
Family restaurant/steak house last 6 months: Cracker Barrel		383	18.6%	168
Family restaurant/steak house last 6 months: Denny's		121	5.9%	65
Family restaurant/steak house last 6 months: Friendly's		32	1.6%	39
Family restaurant/steak house last 6 months: Golden Corral		198	9.6%	133
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		168	8.2%	70
Family restaurant/steak house last 6 months: Lone Star Steakhouse		63	3.1%	112
Family restaurant/steak house last 6 months: Old Country Buffet		21	1.0%	36
Family restaurant/steak house last 6 months: Olive Garden		264	12.8%	72
Family restaurant/steak house last 6 months: Outback Steakhouse		227	11.0%	96
Family restaurant/steak house last 6 months: Perkins		57	2.8%	76
Family restaurant/steak house last 6 months: Red Lobster		265	12.9%	96
Family restaurant/steak house last 6 months: Red Robin		51	2.5%	44
Family restaurant/steak house last 6 months: Ruby Tuesday		183	8.9%	106
Family restaurant/steak house last 6 months: Ryan's		262	12.7%	338
Family restaurant/steak house last 6 months: Sizzler		34	1.7%	55
Family restaurant/steak house last 6 months: T.G.I. Friday's		117	5.7%	55
Went to fast food/drive-in restaurant in last 6 months		1,868	90.7%	102
Went to fast food/drive-in restaurant <6 times/month		635	30.8%	88
Went to fast food/drive-in restaurant 6-13 times/month		663	32.2%	111
Went to fast food/drive-in restaurant 14+ times/month		570	27.7%	111
Fast food/drive-in last 6 months: breakfast		638	31.0%	113
Fast food/drive-in last 6 months: lunch		1,244	60.4%	102
Fast food/drive-in last 6 months: snack		285	13.8%	80
Fast food/drive-in last 6 months: dinner		1,040	50.5%	104

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Restaurant Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	1,411	68.5%	103
Fast food/drive-in last 6 months: weekend	995	48.3%	100
Fast food/drive-in last 6 months: A & W	67	3.3%	72
Fast food/drive-in last 6 months: Arby's	517	25.1%	122
Fast food/drive-in last 6 months: Boston Market	26	1.3%	26
Fast food/drive-in last 6 months: Burger King	819	39.8%	110
Fast food/drive-in last 6 months: Captain D's	318	15.4%	300
Fast food/drive-in last 6 months: Carl's Jr.	32	1.6%	25
Fast food/drive-in last 6 months: Checkers	92	4.5%	140
Fast food/drive-in last 6 months: Chick-fil-A	343	16.7%	129
Fast food/drive-in last 6 months: Chipotle Mex. Grill	34	1.7%	27
Fast food/drive-in last 6 months: Chuck E. Cheese	79	3.8%	86
Fast food/drive-in last 6 months: Church's Fr. Chicken	54	2.6%	61
Fast food/drive-in last 6 months: Dairy Queen	375	18.2%	114
Fast food/drive-in last 6 months: Del Taco	27	1.3%	39
Fast food/drive-in last 6 months: Domino's Pizza	307	14.9%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	81	3.9%	34
Fast food/drive-in last 6 months: Fuddruckers	30	1.5%	52
Fast food/drive-in last 6 months: Hardee's	401	19.5%	286
Fast food/drive-in last 6 months: Jack in the Box	125	6.1%	58
Fast food/drive-in last 6 months: KFC	719	34.9%	126
Fast food/drive-in last 6 months: Little Caesars	156	7.6%	103
Fast food/drive-in last 6 months: Long John Silver's	227	11.0%	174
Fast food/drive-in last 6 months: McDonald's	1,263	61.3%	110
Fast food/drive-in last 6 months: Panera Bread	54	2.6%	27
Fast food/drive-in last 6 months: Papa John's	181	8.8%	101
Fast food/drive-in last 6 months: Pizza Hut	503	24.4%	111
Fast food/drive-in last 6 months: Popeyes	83	4.0%	55
Fast food/drive-in last 6 months: Quiznos	110	5.3%	59
Fast food/drive-in last 6 months: Sonic Drive-In	436	21.2%	180
Fast food/drive-in last 6 months: Starbucks	129	6.3%	42
Fast food/drive-in last 6 months: Steak n Shake	100	4.9%	96
Fast food/drive-in last 6 months: Subway	613	29.8%	94
Fast food/drive-in last 6 months: Taco Bell	700	34.0%	106
Fast food/drive-in last 6 months: Wendy's	692	33.6%	108
Fast food/drive-in last 6 months: Whataburger	75	3.6%	75
Fast food/drive-in last 6 months: White Castle	53	2.6%	64
Fast food/drive-in last 6 months: eat in	805	39.1%	104
Fast food/drive-in last 6 months: home delivery	199	9.7%	93
Fast food/drive-in last 6 months: take-out/drive-thru	1,183	57.4%	110
Fast food/drive-in last 6 months: take-out/walk-in	418	20.3%	82

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Population 18+		2,060	2,195
Households		966	1,030
Median Household Income		\$44,189	\$51,918
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	92	4.5%	45
Participated in archery	67	3.3%	122
Participated in backpacking/hiking	117	5.7%	60
Participated in baseball	68	3.3%	63
Participated in basketball	124	6.0%	64
Participated in bicycling (mountain)	26	1.3%	34
Participated in bicycling (road)	83	4.0%	42
Participated in boating (power)	106	5.1%	84
Participated in bowling	141	6.8%	59
Participated in canoeing/kayaking	53	2.6%	54
Participated in downhill skiing	20	1.0%	33
Participated in fishing (fresh water)	356	17.3%	132
Participated in fishing (salt water)	66	3.2%	70
Participated in football	95	4.6%	74
Participated in Frisbee	62	3.0%	55
Participated in golf	114	5.5%	53
Play golf < once a month	49	2.4%	60
Play golf 1+ times a month	63	3.1%	57
Participated in horseback riding	62	3.0%	99
Participated in hunting with rifle	150	7.3%	150
Participated in hunting with shotgun	145	7.0%	166
Participated in ice skating	27	1.3%	45
Participated in jogging/running	87	4.2%	40
Participated in martial arts	18	0.9%	62
Participated in motorcycling	70	3.4%	92
Participated in Pilates	30	1.5%	44
Participated in roller skating	31	1.5%	72
Participated in snowboarding	16	0.8%	40
Participated in soccer	37	1.8%	42
Participated in softball	57	2.8%	71
Participated in swimming	306	14.9%	76
Participated in target shooting	76	3.7%	96
Participated in tennis	41	2.0%	47
Participated in volleyball	57	2.8%	79
Participated in walking for exercise	469	22.8%	76
Participated in weight lifting	121	5.9%	50
Participated in yoga	42	2.0%	35
Spent on high end sports/recreation equipment/12 mo: <\$250	80	3.9%	88
Spent on high end sports/recreation equipment/12 mo: \$250+	38	1.8%	47
Attend sports event: auto racing (NASCAR)	156	7.6%	103
Attend sports event: auto racing (not NASCAR)	128	6.2%	98
Attend sports event: baseball game	165	8.0%	54

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	115	5.6%	70
Attend sports event: basketball game (pro)	98	4.8%	56
Attend sports event: football game (college)	165	8.0%	78
Attend sports event: football-Monday night game (pro)	93	4.5%	74
Attend sports event: football-weekend game (pro)	102	5.0%	55
Attend sports event: golf tournament	79	3.8%	69
Attend sports event: ice hockey game	82	4.0%	60
Attend sports event: soccer game	75	3.6%	59
Attend sports event: tennis match	70	3.4%	69
Attended adult education course in last 12 months	72	3.5%	53
Attended auto show in last 12 months	157	7.6%	92
Went to bar/night club in last 12 months	234	11.4%	60
Went to beach in last 12 months	325	15.8%	64
Attended dance performance in last 12 months	52	2.5%	57
Danced/went dancing in last 12 months	117	5.7%	60
Dined out in last 12 months	829	40.2%	82
Dine out < once a month	90	4.4%	93
Dine out once a month	110	5.3%	86
Dine out 2-3 times a month	157	7.6%	66
Dine out once a week	199	9.7%	84
Dine out 2+ times per week	174	8.4%	85
Gambled at casino in last 12 months	173	8.4%	52
Gambled at casino 6+ times in last 12 months	42	2.0%	75
Gambled in Atlantic City in last 12 months	13	0.6%	25
Gambled in Las Vegas in last 12 months	40	1.9%	41
Attended horse races in last 12 months	41	2.0%	67
Attended movies in last 6 months	930	45.1%	77
Attended movies in last 90 days: < once a month	560	27.2%	84
Attended movies in last 90 days: once a month	114	5.5%	54
Attended movies in last 90 days: 2-3 times a month	91	4.4%	66
Attended movies in last 90 days: once/week or more	38	1.8%	72
Prefer to see movie after second week of release	392	19.0%	80
Went to museum in last 12 months	104	5.0%	40
Attended music performance in last 12 months	327	15.9%	67
Attended country music performance in last 12 mo	129	6.3%	123
Attended rock music performance in last 12 months	96	4.7%	43
Attended classical music/opera performance/12 mo	44	2.1%	46
Went to live theater in last 12 months	94	4.6%	35
Visited a theme park in last 12 months	279	13.5%	63
Visited Disney World (FL)/12 mo: Magic Kingdom	49	2.4%	70
Visited any Sea World in last 12 months	33	1.6%	47
Visited any Six Flags in last 12 months	43	2.1%	36
Went to zoo in last 12 months	167	8.1%	64
Played backgammon in last 12 months	21	1.0%	51
Participated in book club in last 12 months	44	2.1%	67
Played billiards/pool in last 12 months	122	5.9%	62
Played bingo in last 12 months	64	3.1%	73
Did birdwatching in last 12 months	108	5.2%	84
Played board game in last 12 months	230	11.2%	68

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	339	16.5%	79
Played chess in last 12 months	45	2.2%	60
Cooked for fun in last 12 months	332	16.1%	78
Did crossword puzzle in last 12 months	235	11.4%	78
Participated in fantasy sports league last 12 mo	32	1.6%	48
Flew a kite in last 12 months	43	2.1%	74
Did furniture refinishing in last 12 months	50	2.4%	75
Did indoor gardening/plant care in last 12 months	178	8.6%	86
Participated in karaoke in last 12 months	49	2.4%	54
Bought lottery ticket in last 12 months	618	30.0%	87
Bought lottery ticket in last 12 mo: Daily Drawing	63	3.1%	63
Bought lottery ticket in last 12 mo: Instant Game	308	15.0%	94
Bought lottery ticket in last 12 mo: Lotto Drawing	391	19.0%	89
Played lottery: <3 times in last 30 days	261	12.7%	80
Played lottery: 3-7 times in last 30 days	198	9.6%	100
Played lottery: 8+ times in last 30 days	159	7.7%	83
Played musical instrument in last 12 months	134	6.5%	82
Did painting/drawing in last 12 months	86	4.2%	64
Did photography in last 12 months	185	9.0%	71
Read book in last 12 months	664	32.2%	79
Participated in trivia games in last 12 months	63	3.1%	51
Played video game in last 12 months	183	8.9%	67
Did woodworking in last 12 months	108	5.2%	112
Participated in word games in last 12 months	145	7.0%	74
Member of AARP	283	13.7%	89
Member of business club	23	1.1%	45
Member of charitable organization	52	2.5%	40
Member of church board	111	5.4%	125
Member of fraternal order	42	2.0%	58
Member of religious club	148	7.2%	112
Member of union	50	2.4%	46
Member of veterans club	66	3.2%	94
Bought any children`s toy/game in last 12 months	677	32.9%	95
Spent on toys/games in last 12 months: <\$50	125	6.1%	100
Spent on toys/games in last 12 months: \$50-99	47	2.3%	83
Spent on toys/games in last 12 months: \$100-199	138	6.7%	93
Spent on toys/games in last 12 months: \$200-499	212	10.3%	95
Spent on toys/games in last 12 months: \$500+	114	5.5%	96
Bought infant toy in last 12 months	167	8.1%	97
Bought pre-school toy in last 12 months	144	7.0%	86
Spent on toys/games (for child <6)/12 mo: <\$100	221	10.7%	97
Spent on toys/games (for child <6)/12 mo: \$100-199	106	5.1%	76
Spent on toys/games (for child <6)/12 mo: \$200+	157	7.6%	99
Bought for child in last 12 mo: boy action figure	168	8.2%	101
Bought for child in last 12 mo: girl action figure	51	2.5%	80
Bought for child in last 12 mo: bicycle	131	6.4%	93
Bought for child in last 12 mo: board game	226	11.0%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	70	3.4%	100
Bought for child in last 12 mo: car	221	10.7%	116
Bought for child in last 12 mo: construction toy	106	5.1%	104
Bought for child in last 12 mo: large/baby doll	134	6.5%	100
Bought for child in last 12 mo: fashion doll	109	5.3%	104
Bought for child in last 12 mo: plush doll/animal	163	7.9%	94
Bought for child in last 12 mo: doll accessories	86	4.2%	104
Bought for child in last 12 mo: doll clothing	87	4.2%	102
Bought for child in last 12 mo: educational toy	232	11.3%	83
Bought for child in last 12 mo: electronic game	193	9.4%	100
Bought for child in last 12 mo: mechanical toy	82	4.0%	100
Bought for child in last 12 mo: model kit/set	46	2.2%	87
Bought for child in last 12 mo: sound game	60	2.9%	104
Bought for child in last 12 mo: water toy	201	9.8%	102
Bought for child in last 12 mo: word game	64	3.1%	81
Bought book in last 12 months	801	38.9%	77
Bought 1-3 books in last 12 months	346	16.8%	85
Bought 4-9 books in last 12 months	234	11.4%	73
Bought 10+ books in last 12 months	221	10.7%	71
Bought paperback book in last 12 months	602	29.2%	77
Bought <3 paperback books in last 12 months	224	10.9%	84
Bought 3-6 paperback books in last 12 months	193	9.4%	71
Bought 7+ paperback books in last 12 months	185	9.0%	76
Bought hardcover book in last 12 months	445	21.6%	77
Bought <3 hardcover books in last 12 months	219	10.6%	87
Bought 3-5 hardcover books in last 12 months	107	5.2%	65
Bought 6+ hardcover books in last 12 months	119	5.8%	74
Bought book (fiction) in last 12 months	467	22.7%	81
Bought book (non-fiction) in last 12 months	359	17.4%	69
Bought biography in last 12 months	71	3.4%	47
Bought children`s book in last 12 months	222	10.8%	85
Bought cookbook in last 12 months	180	8.7%	80
Bought desk dictionary in last 12 months	29	1.4%	69
Bought history book in last 12 months	97	4.7%	62
Bought mystery book in last 12 months	169	8.2%	73
Bought personal/business self-help book last 12 mo	76	3.7%	51
Bought religious book (not bible) last 12 months	134	6.5%	86
Bought romance book in last 12 months	108	5.2%	80
Bought science fiction book in last 12 months	69	3.4%	74
Bought book through book club in last 12 months	88	4.3%	99
Bought book at book store in last 12 months	414	20.1%	60
Bought book at Barnes & Noble in last 12 months	178	8.6%	44
Bought book at Borders in last 12 months	62	3.0%	27
Bought book at convenience store in last 12 months	34	1.7%	74
Bought book at department store in last 12 months	190	9.2%	121
Bought book at drug store in last 12 months	42	2.0%	90
Bought book through Internet in last 12 mo	126	6.1%	60
Bought book through mail order in last 12 months	79	3.8%	113
Bought book at supermarket in last 12 months	95	4.6%	88
Bought book at warehouse store in last 12 months	72	3.5%	60

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Retail Goods and Services Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Southern Satellites	64.2%	Population	2,734	2,897
Midland Crowd	35.8%	Households	966	1,030
Top Rung	0.0%	Families	744	788
Suburban Splendor	0.0%	Median Age	36.8	37.4
Connoisseurs	0.0%	Median Household Income	\$44,189	\$51,918
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		53	\$1,271.27	\$1,228,043
Men's		49	\$224.73	\$217,090
Women's		46	\$379.75	\$366,843
Children's		64	\$258.32	\$249,538
Footwear		40	\$164.82	\$159,215
Watches & Jewelry		72	\$140.05	\$135,291
Apparel Products and Services (1)		111	\$103.59	\$100,066
Computer				
Computers and Hardware for Home Use		74	\$141.08	\$136,286
Software and Accessories for Home Use		71	\$20.35	\$19,662
Entertainment & Recreation		82	\$2,633.07	\$2,543,542
Fees and Admissions		63	\$389.35	\$376,115
Membership Fees for Clubs (2)		61	\$99.94	\$96,538
Fees for Participant Sports, excl. Trips		68	\$72.43	\$69,968
Admission to Movie/Theatre/Opera/Ballet		64	\$97.30	\$93,988
Admission to Sporting Events, excl. Trips		73	\$43.56	\$42,074
Fees for Recreational Lessons		56	\$75.79	\$73,214
Dating Services		45	\$0.34	\$333
TV/Video/Audio		82	\$1,020.60	\$985,902
Community Antenna or Cable TV		88	\$635.21	\$613,613
Televisions		76	\$147.35	\$142,344
VCRs, Video Cameras, and DVD Players		76	\$15.46	\$14,934
Video Cassettes and DVDs		82	\$43.00	\$41,541
Video and Computer Game Hardware and Software		74	\$41.13	\$39,735
Satellite Dishes		99	\$1.24	\$1,199
Rental of Video Cassettes and DVDs		76	\$31.27	\$30,208
Streaming/Downloaded Video		59	\$0.82	\$792
Audio (3)		68	\$99.32	\$95,938
Rental and Repair of TV/Radio/Sound Equipment		77	\$5.79	\$5,597
Pets		109	\$468.02	\$452,103
Toys and Games (4)		86	\$124.49	\$120,259
Recreational Vehicles and Fees (5)		93	\$300.02	\$289,816
Sports/Recreation/Exercise Equipment (6)		68	\$124.04	\$119,818
Photo Equipment and Supplies (7)		76	\$78.36	\$75,697
Reading (8)		72	\$112.04	\$108,228
Catered Affairs (9)		65	\$16.16	\$15,606
Food		81	\$6,222.73	\$6,011,154
Food at Home		82	\$3,658.68	\$3,534,280
Bakery and Cereal Products		83	\$494.42	\$477,609
Meats, Poultry, Fish, and Eggs		82	\$852.47	\$823,488
Dairy Products		83	\$413.45	\$399,397
Fruits and Vegetables		77	\$602.90	\$582,402
Snacks and Other Food at Home (10)		83	\$1,295.43	\$1,251,384
Food Away from Home		80	\$2,564.05	\$2,476,874
Alcoholic Beverages		68	\$388.02	\$374,827
Nonalcoholic Beverages at Home		84	\$366.35	\$353,895

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	69	\$1,205.21	\$1,164,228
Vehicle Loans	98	\$4,794.50	\$4,631,489
Health			
Nonprescription Drugs	96	\$98.80	\$95,445
Prescription Drugs	100	\$500.35	\$483,336
Eyeglasses and Contact Lenses	78	\$59.93	\$57,896
Home			
Mortgage Payment and Basics (11)	74	\$6,968.48	\$6,731,548
Maintenance and Remodeling Services	71	\$1,411.73	\$1,363,734
Maintenance and Remodeling Materials (12)	92	\$340.15	\$328,586
Utilities, Fuel, and Public Services	89	\$4,010.33	\$3,873,977
Household Furnishings and Equipment			
Household Textiles (13)	77	\$102.71	\$99,215
Furniture	76	\$455.74	\$440,244
Floor Coverings	68	\$51.27	\$49,528
Major Appliances (14)	88	\$268.06	\$258,945
Housewares (15)	68	\$58.41	\$56,428
Small Appliances	81	\$26.64	\$25,729
Luggage	70	\$6.44	\$6,218
Telephones and Accessories	53	\$22.71	\$21,939
Household Operations			
Child Care	76	\$350.00	\$338,097
Lawn and Garden (16)	86	\$358.32	\$346,138
Moving/Storage/Freight Express	68	\$41.52	\$40,105
Housekeeping Supplies (17)	87	\$609.01	\$588,302
Insurance			
Owners and Renters Insurance	97	\$448.35	\$433,103
Vehicle Insurance	84	\$977.29	\$944,062
Life/Other Insurance	88	\$369.00	\$356,456
Health Insurance	89	\$1,724.13	\$1,665,513
Personal Care Products (18)	82	\$325.35	\$314,284
School Books and Supplies (19)	76	\$81.03	\$78,272
Smoking Products	95	\$407.59	\$393,732
Transportation			
Vehicle Purchases (Net Outlay) (20)	89	\$3,896.01	\$3,763,546
Gasoline and Motor Oil	94	\$2,705.47	\$2,613,487
Vehicle Maintenance and Repairs	82	\$770.85	\$744,642
Travel			
Airline Fares	58	\$264.88	\$255,873
Lodging on Trips	69	\$299.73	\$289,543
Auto/Truck/Van Rental on Trips	55	\$20.53	\$19,836
Food and Drink on Trips	73	\$315.73	\$304,995

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Automotive Aftermarket Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Households		966	1,030
Families		744	788
Median Age		36.8	37.4
Median Household Income		\$44,189	\$51,918
	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	100	\$4.79	\$4,628
Gasoline	94	\$2,626.07	\$2,536,779
Motor Oil	106	\$12.59	\$12,165
Vehicle Parts/Equipment and Accessories	90	\$50.18	\$48,475
Tire Purchase/Replacement	94	\$136.02	\$131,393
Vehicle Audio/Video Equipment and Installation	66	\$4.68	\$4,518
Vehicle Cleaning Products and Services	64	\$5.25	\$5,067
Services			
Auto Repair Service Policy	88	\$14.55	\$14,057
Membership Fees for Automobile Service Clubs	68	\$15.03	\$14,516
Global Positioning Services	74	\$1.88	\$1,812
Vehicle Air Conditioning Repair	78	\$13.68	\$13,214
Vehicle Body Work and Painting	77	\$29.51	\$28,507
Vehicle Brake Work	70	\$55.54	\$53,652
Vehicle Clutch/Transmission Repair	93	\$42.87	\$41,410
Vehicle Cooling System Repair	78	\$22.59	\$21,826
Vehicle Drive Shaft and Rear-end Repair	83	\$7.16	\$6,919
Vehicle Electrical System Repair	77	\$26.56	\$25,657
Vehicle Exhaust System Repair	69	\$9.21	\$8,900
Vehicle Front End Alignment/Wheel Balance & Rotation	84	\$15.50	\$14,973
Lube/Oil Change and Oil Filters	91	\$81.16	\$78,396
Vehicle Motor Repair/Replacement	80	\$73.41	\$70,915
Vehicle Motor Tune-up	68	\$42.21	\$40,775
Vehicle Shock Absorber Replacement	72	\$4.84	\$4,671
Vehicle Steering/Front End Repair	72	\$19.90	\$19,224
Tire Repair and Other Repair Work	73	\$47.80	\$46,179

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Households		966	1,030
Families		744	788
Median Age		36.8	37.4
Median Household Income		\$44,189	\$51,918
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	70	\$4,033.26	\$3,896,132
Savings Accounts	70	\$9,263.59	\$8,948,626
U.S. Savings Bonds	78	\$319.17	\$308,314
Stocks, Bonds & Mutual Funds	65	\$25,246.19	\$24,387,824
Annual Changes			
Checking Accounts	57	\$149.85	\$144,756
Savings Accounts	34	\$134.43	\$129,858
U.S. Savings Bonds	-106	\$-2.53	\$-2,446
Earnings			
Dividends, Royalties, Estates, Trusts	71	\$693.54	\$669,957
Interest from Savings Accounts or Bonds	72	\$659.64	\$637,213
Retirement Plan Contributions	71	\$982.77	\$949,351
Liabilities			
Original Mortgage Amount	64	\$13,805.13	\$13,335,757
Vehicle Loan Amount 1	97	\$2,640.62	\$2,550,840
Amount Paid: Interest			
Home Mortgage	73	\$3,401.43	\$3,285,781
Lump Sum Home Equity Loan	71	\$92.34	\$89,203
New Car/Truck/Van Loan	93	\$194.13	\$187,529
Used Car/Truck/Van Loan	104	\$168.41	\$162,683
Amount Paid: Principal			
Home Mortgage	77	\$1,529.57	\$1,477,566
Lump Sum Home Equity Loan	77	\$128.45	\$124,085
New Car/Truck/Van Loan	93	\$1,036.33	\$1,001,095
Used Car/Truck/Van Loan	104	\$788.46	\$761,652
Checking Account and Banking Service Charges	79	\$21.91	\$21,161
Finance Charges, excluding Mortgage/Vehicle	78	\$191.69	\$185,170

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



House and Home Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	1,073	Population	2,734
2010-2015 Percent Change	9.04%	Households	966
Percent Occupied	90.0%	Families	744
Percent Owner HHs	77.5%	Median Age	36.8
Median Home Value	\$80,500	Median Household Income	\$44,189
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	74	\$8,762.35	\$8,464,433
Mortgage Interest	73	\$3,401.43	\$3,285,781
Mortgage Principal	77	\$1,529.57	\$1,477,566
Property Taxes	69	\$1,527.03	\$1,475,111
Homeowners Insurance	98	\$440.68	\$425,701
Ground Rent	96	\$69.76	\$67,389
Maintenance and Remodeling Services	71	\$1,411.73	\$1,363,734
Maintenance and Remodeling Materials	92	\$340.15	\$328,586
Property Management and Security	49	\$41.99	\$40,565
Rented Dwellings	48	\$1,664.43	\$1,607,837
Rent	47	\$1,537.98	\$1,485,688
Rent Received as Pay	69	\$63.21	\$61,060
Renters' Insurance	59	\$7.66	\$7,402
Maintenance and Repair Services	86	\$18.25	\$17,625
Maintenance and Repair Materials	70	\$37.33	\$36,062
Owned Vacation Homes	51	\$237.16	\$229,101
Mortgage Payment	55	\$112.77	\$108,937
Property Taxes	53	\$59.20	\$57,192
Homeowners Insurance	53	\$7.85	\$7,582
Maintenance and Remodeling	42	\$48.53	\$46,879
Property Management and Security	51	\$8.81	\$8,510
Housing While Attending School	71	\$57.52	\$55,567
Household Operations	76	\$1,205.36	\$1,164,380
Child Care	76	\$350.00	\$338,097
Care for Elderly or Handicapped	64	\$45.85	\$44,296
Appliance Rental and Repair	82	\$19.95	\$19,269
Computer Information Services	79	\$191.52	\$185,012
Home Security System Services	85	\$22.18	\$21,431
Non-Apparel Household Laundry/Dry Cleaning	9	\$3.25	\$3,138
Housekeeping Services	69	\$104.98	\$101,410
Lawn and Garden	86	\$358.32	\$346,138
Moving/Storage/Freight Express	68	\$41.52	\$40,105
PC Repair (Personal Use)	85	\$7.55	\$7,289
Reupholstering/Furniture Repair	68	\$5.41	\$5,228
Termite/Pest Control	107	\$26.12	\$25,234
Water Softening Services	127	\$7.12	\$6,875
Internet Services Away from Home	75	\$1.99	\$1,924
Voice Over IP Service	50	\$3.31	\$3,199
Other Home Services (1)	71	\$16.29	\$15,735

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	89	\$4,010.33	\$3,873,977
Bottled Gas	143	\$96.92	\$93,626
Electricity	98	\$1,661.94	\$1,605,436
Fuel Oil	58	\$64.96	\$62,747
Natural Gas	66	\$430.75	\$416,103
Telephone Services	89	\$1,279.71	\$1,236,198
Water and Other Public Services	85	\$463.36	\$447,610
Coal/Wood/Other Fuel	147	\$12.69	\$12,257
Housekeeping Supplies	87	\$609.01	\$588,302
Laundry and Cleaning Supplies	90	\$171.93	\$166,088
Postage and Stationery	82	\$167.42	\$161,724
Other HH Products (2)	88	\$269.66	\$260,490
Household Textiles	77	\$102.71	\$99,215
Bathroom Linens	78	\$13.84	\$13,368
Bedroom Linens	78	\$48.66	\$47,009
Kitchen and Dining Room Linens	81	\$2.51	\$2,421
Curtains and Draperies	71	\$20.51	\$19,811
Slipcovers, Decorative Pillows	76	\$3.27	\$3,161
Materials for Slipcovers/Curtains	83	\$12.72	\$12,290
Other Linens	68	\$1.20	\$1,155
Furniture	76	\$455.74	\$440,244
Mattresses and Box Springs	76	\$60.63	\$58,572
Other Bedroom Furniture	83	\$88.87	\$85,851
Sofas	67	\$101.67	\$98,211
Living Room Tables and Chairs	78	\$64.81	\$62,606
Kitchen, Dining Room Furniture	80	\$49.53	\$47,848
Infant Furniture	76	\$8.43	\$8,141
Outdoor Furniture	70	\$18.72	\$18,083
Wall Units, Cabinets, Other Furniture (3)	79	\$63.08	\$60,932
Major Appliances	88	\$268.06	\$258,945
Dishwashers and Disposals	77	\$21.05	\$20,337
Refrigerators and Freezers	95	\$77.76	\$75,117
Clothes Washers	91	\$45.67	\$44,118
Clothes Dryers	92	\$35.22	\$34,019
Cooking Stoves and Ovens	81	\$38.28	\$36,977
Microwave Ovens	76	\$9.73	\$9,397
Window Air Conditioners	99	\$6.96	\$6,719
Electric Floor Cleaning Equipment	91	\$20.44	\$19,744
Sewing Machines and Miscellaneous Appliances	80	\$12.96	\$12,519

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	68	\$51.27	\$49,528
Housewares	68	\$58.41	\$56,428
Small Appliances	81	\$26.63	\$25,729
Window Coverings	56	\$21.95	\$21,206
Lamps and Other Lighting Fixtures	74	\$17.41	\$16,818
Infant Equipment	21	\$4.23	\$4,088
Rental of Furniture	91	\$4.20	\$4,053
Laundry and Cleaning Equipment	90	\$20.07	\$19,385
Closet and Storage Items	14	\$3.45	\$3,333
Luggage	70	\$6.44	\$6,218
Clocks and Other Household Decoratives	19	\$39.69	\$38,338
Telephones and Accessories	53	\$22.71	\$21,939
Telephone Answering Devices	84	\$0.70	\$680
Grills and Outdoor Equipment	18	\$9.38	\$9,062
Power Tools	78	\$24.90	\$24,055
Hand Tools	75	\$7.72	\$7,461
Office Furniture/Equipment for Home Use	78	\$12.77	\$12,338
Computers and Hardware for Home Use	74	\$141.08	\$136,286
Software and Accessories for Home Use	71	\$20.35	\$19,662
Other Household Items (4)	84	\$87.62	\$84,639

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Households		966	1,030
Families		744	788
Median Household Income		\$44,189	\$51,918
Males per 100 Females		97.9	98.2
Population By Age			
Population <5 Years		6.9%	6.5%
Population 5-17 Years		17.9%	17.6%
Population 65+ Years		10.6%	11.9%
Median Age		36.8	37.4
		Spending Potential Index	Average Amount Spent
			Total
Health Care		89	\$3,320.38
Medical Care		89	\$1,596.24
Physician Services	90	\$202.96	\$196,056
Dental Services	75	\$242.86	\$234,606
Eyecare Services	86	\$42.94	\$41,478
Lab Tests, X-Rays	99	\$54.43	\$52,581
Hospital Room and Hospital Services	94	\$128.55	\$124,181
Convalescent or Nursing Home Care	30	\$6.83	\$6,599
Other Medical services (1)	87	\$96.91	\$93,614
Nonprescription Drugs	96	\$98.80	\$95,445
Prescription Drugs	100	\$500.35	\$483,336
Nonprescription Vitamins	86	\$48.94	\$47,278
Medicare Prescription Drug Premium	93	\$46.24	\$44,667
Eyeglasses and Contact Lenses	78	\$59.93	\$57,896
Hearing Aids	89	\$19.45	\$18,786
Medical Equipment for General Use	85	\$5.34	\$5,161
Other Medical Supplies (2)	82	\$41.71	\$40,289
Health Insurance		89	\$1,724.13
Blue Cross/Blue Shield	95	\$532.78	\$514,667
Commercial Health Insurance	84	\$313.70	\$303,033
Health Maintenance Organization	78	\$258.75	\$249,948
Medicare Payments	93	\$385.12	\$372,024
Long Term Care Insurance	78	\$65.43	\$63,203
Other Health Insurance (3)	100	\$168.36	\$162,638

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Washington Township, OH
Washington township, OH (3902581130)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,734	2,897
Households		966	1,030
Families		744	788
Median Age		36.8	37.4
Median Household Income		\$44,189	\$51,918
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	63	\$389.35	\$376,115
Admission to Movies, Theater, Opera, Ballet	64	\$97.30	\$93,988
Admission to Sporting Events, excl.Trips	73	\$43.55	\$42,074
Fees for Participant Sports, excl.Trips	68	\$72.43	\$69,968
Fees for Recreational Lessons	56	\$75.79	\$73,214
Membership Fees for Social/Recreation/Civic Clubs	61	\$99.94	\$96,538
Dating Services	45	\$0.34	\$333
Rental of Video Cassettes and DVDs	76	\$31.27	\$30,208
Toys & Games	86	\$124.49	\$120,259
Toys and Playground Equipment	86	\$121.67	\$117,535
Play Arcade Pinball/Video Games	70	\$1.31	\$1,270
Online Entertainment and Games	65	\$1.50	\$1,454
Recreational Vehicles and Fees	93	\$300.02	\$289,816
Docking and Landing Fees for Boats and Planes	59	\$4.16	\$4,021
Camp Fees	61	\$17.60	\$16,999
Purchase of RVs or Boats	98	\$272.91	\$263,635
Rental of RVs or Boats	62	\$5.34	\$5,161
Sports, Recreation and Exercise Equipment	68	\$124.03	\$119,818
Exercise Equipment and Gear, Game Tables	73	\$60.04	\$58,001
Bicycles	63	\$12.53	\$12,107
Camping Equipment	34	\$4.91	\$4,744
Hunting and Fishing Equipment	64	\$24.65	\$23,811
Winter Sports Equipment	68	\$4.37	\$4,217
Water Sports Equipment	106	\$7.10	\$6,857
Other Sports Equipment	78	\$7.41	\$7,154
Rental/Repair of Sports/Recreation/Exercise Equipment	76	\$3.03	\$2,925
Photographic Equipment and Supplies	76	\$78.36	\$75,697
Film	93	\$6.86	\$6,627
Film Processing	83	\$18.61	\$17,980
Photographic Equipment	68	\$29.29	\$28,298
Photographer Fees/Other Supplies & Equip Rental/Repair	76	\$23.59	\$22,792
Reading	72	\$112.04	\$108,228
Magazine/Newspaper Subscriptions	75	\$47.68	\$46,063
Magazine/Newspaper Single Copies	79	\$15.21	\$14,692
Books	68	\$49.14	\$47,473

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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